

ABC-7's year 'round commitment to and involvement in strengthening our community is essential to our region. To put it simply, our organization depends on the support that ABC-7 Chicago provides. I want to assure you that ABC-7's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

Having been partner to their involvement in our community, I do not believe the FCC needs to issue additional regulations. In my view, our community is well-served by ABC-7 and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Lyn Corbett Fitzgerald
Chief Communications Officer
United Way of Metropolitan Chicago

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

1. Chairman Kevin Martin, with cc: Michelle Carey
kevin.martin@fcc.gov & michelle.carey@fcc.gov
2. Commissioner Michael Copps, with cc: Rick Chessen
michael.copps@fcc.gov & rchessen@fcc.gov
3. Commissioner Jonathan Adelstein, with cc: Rudy Brioche
jonathan.adelstein@fcc.gov & rudy.brioche@fcc.gov
4. Commissioner Deborah Taylor Tate, with cc: Amy Blankenship
deborah.tate@fcc.gov & amy.blankenship@fcc.gov
5. Commissioner Robert McDowell, with cc: Cristina Pauze
robert.mcdowell@fcc.gov & cristina.pauze@fcc.gov

February 27, 2008

Commissioner Michael Copps
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Commissioner Copps:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC-TV 7 Chicago already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with ABC-TV 7 Chicago on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. ABC-TV 7 Chicago also has produced and aired several stories as part of their coverage of local and community news and even those that have raised the profile on the issues on which my organization works. Recently, ABC-TV 7 Chicago aired a news story about the power of United Cerebral Palsy of Greater Chicago’s ATEN program, which provides recycled computers at no charge to students with disabilities across Illinois. This kind of exposure is absolutely vital to our mission!

To put it simply, our organization could not survive without the critical support that ABC-TV 7 Chicago provides. ABC-TV 7 Chicago’s fundraising drives are responsible for a share of our annual budget and help to sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that ABC-TV 7 Chicago’s role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large, and has been for two decades!

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC-TV 7 Chicago and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

Dr. Paul J. Dulle
President & Chief Executive Officer
United Cerebral Palsy of Greater Chicago



SPANISH COALITION FOR JOBS, INC.
2011 W. Pershing Road Chicago, IL 60609
(773) 247-0707 Fax (773) 247-3924

February 15, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” This is a good thing because it holds decision makers at local stations connected and accountable to viewers in our diverse communities. This industry not only disseminates information but is in a powerful position to frame and control what information we get and how it is delivered. Those of us at the local level recognize that the media must be monitored and held accountable to local communities – we do just that. I wanted to be one of the first to tell you that, in my view and in the view of my organization, WLS TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with WLS 7 on any number of public service announcements. The leadership and talent at this station have cultivated valuable community partnerships and their investment in producing quality public service announcements has significantly raised local awareness of the issues on which my organization works so hard. WLS 7 also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

In the recent Illinois primaries, the first woman and Latina, Anita Alvarez, ran for Cook County State Attorney and won! WLS 7 sponsored political debates which provided the candidates exposure and the opportunity to get their message out while allowing viewers to compare all six candidates for this office. We want to see more of these political debates at all stations. WLS 7 was rated the top station covering political events.

As a community based education and social service organization, our students and staff have relied on WLS 7 for accurate and detailed emergency and weather information. This information goes far beyond a weather report to include advance warnings of weather emergencies, notifications of affected travel routes and school closings just to name a few. In the Chicago viewing area this information is very important.

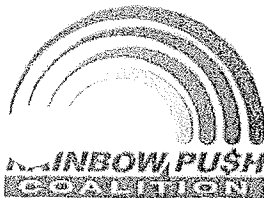
Simply put, The Spanish Coalition for Jobs, (SCJ) could not reach our community with our message and vital information impacting the economic and social status of the burgeoning Latino community. In addition, the fundraising support provided by WLS 7 is responsible for contributing to the success of reaching the goal of our annual budget and help sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that WLS 7 role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

Whatever process the FCC undertakes to assess the question of localism, I hope you will consider the superb work already being done by WLS 7, and that station's continuing commitment to Chicago's Latino community. This station is a wonderful model regarding localism. We are proud of our long-standing partnership with WLS, and ask you to recognize the importance and impact of WLS7's service to our community.

Sincerely,

Mary Gonzalez-Koenig
President & CEO

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



NATIONAL HEADQUARTERS

930 East 50th Street
Chicago, Illinois 60615
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International Trade Bureau
LaSalle Street Project
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Wall Street Project
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Entertainment Project
1968 West Adams Boulevard
Suite 300
Los Angeles, CA 90016
Phone (323) 734-3900
Fax (323) 734-3913

Bay Area Project
Oakland, CA 94612
Phone (510) 869-2202
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Peachtree Street Project
Herndon Plaza
100 Auburn Avenue
Suite 101
Atlanta, GA 30303
Phone (404) 525-5663 or 5668
Fax (404) 525-5233

Automotive Project
First National Building
660 Woodward Avenue
Suite 1433
Detroit, MI 48226
Phone (313) 963-9005
Fax (313) 963-9012

New Orleans Right to Return
and Reconstruction Project
650 Poydras Street
Suite 1025
New Orleans, LA 70130
Phone (504) 529-4223
Fax (504) 529-4232

Energy and Science Project
2616 South Loop West
Suite 440
Houston, TX 77054
Phone (713) 432-0209
Fax (713) 718-7072

February 29, 2008

Chairman Kevin Martin
Commissioners Michael Copps
Commissioner Deborah Taylor Tate
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Commissioner Jonathan Adelstein
Commissioner Robert McDowell

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear FCC Chairman and Commissioners:

The Rainbow PUSH Coalition noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view WLS ABC - Chicago has worked on numerous public service announcements that have significantly raised local awareness on the issues which my organization works so hard. WLS ABC - Chicago also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

It is because of my first-hand experience with such a long-standing partnership with WLS ABC - Chicago as one of the leading local television station involved in not only covering community events, but allowing organizations to promote the positive aspects of growth and development in education, religious, political and community activism that I am brought to write this letter on behalf of WLS ABC - Chicago. In my view, our community is well-served by WLS ABC - Chicago.

Again, we appreciate the FCC's Notice of Proposed Rulemaking on broadcast localism.

Sincerely,

Reverend Jesse L. Jackson, Sr.
Founder and President

Rev. Jesse L. Jackson, Sr., *Founder & President*
Martin L. King, *Chairman*
www.rainbowpush.org



National
Multiple Sclerosis
Society
Greater Illinois
Chapter

March 1, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC 7 Chicago already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with ABC 7 Chicago on several public service announcements that have significantly raised local awareness regarding multiple sclerosis. There is no cure and MS affects more than 400,000 people in the United States. The National Multiple Sclerosis Society exists to fund research into causes and treatments of the disease as well as to educate people with MS, their families, the medical community and general public, and to advocate for quality of life for people with MS. The National MS Society, Greater Illinois Chapter raises over \$10 million each year to provide much needed programs and services as well as dollars for research. ABC 7 Chicago has played a critical role in helping us reach that goal. Their public service announcements promoting the Society, our message and our special events have increased the number of people who participate in our events and raise the dollars critical to funding programs and research. We raise over 75% of our annual income from our special events.

ABC 7 Chicago has been generous with their on air celebrities and staff as active supporters and promoters of our events. Our Walk MS, Dinner of Champions and Women Against MS luncheon have had on air celebrities serve as Master/Mistress of Ceremonies which resulted in raising the profile of these events in the community. In addition, Emily Barr, President and General Manager is serving as the Honorary



National
Multiple Sclerosis
Society
Greater Illinois
Chapter

Chairwoman for our Women Against MS luncheon. We are also fortunate to have senior staff serving on our Board of Trustees and dedicating additional time to the Chapter.

To put it simply, our organization could not survive without the critical support that ABC 7 Chicago provides. I want to assure you that ABC 7 Chicago's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

We view ABC 7 Chicago as our partner and one of the best examples I know of an exemplary corporate community leader. We know we can count on ABC 7 Chicago – it is not a here-today-gone-tomorrow relationship, but a commitment from them to be part of this community. It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC 7 Chicago and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Lynda M. Chott
President

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 28, 2008

Federal Communications Commission
445 12th Street S.W.
Washington, DC 20554



From the desk of
Kevin Radelet
Executive Director
Leukemia Research Foundation
2700 Patriot Blvd, Suite 100
Glenview, IL 60026 847.424.0600
kevin@lrfmail.org

RE: *In the Matter of Broadcast Localism* (MB Docket No. 04-233) Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently published a Notice of Proposed Rulemaking on broadcast localism in the Federal Register. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be among the first to tell you that, in my view and in the view of the Leukemia Research Foundation, ABC 7 Chicago already serves our Chicago community in any number of ways that makes any additional federal regulation unnecessary.

The Leukemia Research Foundation has worked closely with ABC 7 for 14 years. This partnership has been tremendously effective as we work each day to achieve our mission: *to conquer leukemia, lymphoma, and myelodysplastic syndromes by funding research into their causes and cures, and to enrich the quality of life of those touched by these diseases.*

The primary focus of the LRF is to fund ground-breaking medical research on a worldwide basis. ABC 7’s stewardship of LRF events and activities helps ensure our success in achieving our goal. For example:

- ABC 7 has presented the annual *Jim Gibbons 5K Run, 3K Walk and Survivors’ Strut* for each of those 14 years. Held annually in Grant Park, the heart of Chicago, this event is one of the LRF’s most financially successful having raised more than \$1 million during that time and ABC 7’s history of involvement is one of the reasons for its great achievement.
- But it’s more than just a “fun run” to raise much needed funding. Each year, ABC 7 has supplemented its involvement with dozens of public service announcements, broadcast the Run start live during its top-rated 6:00 pm newscast, included a series of on-site interviews, and incorporated several mentions during regular news programming throughout the year. Without fail, these references have focused not just on “a run” but on the bottom-line reason for such an event: the need to find a cure for leukemia, the #1 killer by disease in children up to age 19.
- Further, and impressively, ABC 7 produced and aired a 30 minute special program centered on the Run and the Foundation in 2006. Included were various vignettes highlighting the purpose of the Foundation, the predicament of patients, where to get help, and the success of doctors and researchers as we move closer toward a cure.
- Veteran ABC 7 on-air personality Janet Davies has been unyielding in her support of the LRF serving as the Honorary Chair of the Run, but also contributing countless hours of volunteer time facilitating Town Hall Meetings, seminars, and conferences offering patient educational assistance for those living with the disease and their caregivers.

(continued next page)

- Top-level station management has been readily accessible to the Foundation on a regular basis to offer their insights on methods to maximize revenue potential. Perhaps more importantly, they also offer counsel and input on successful non-profit planning and management derived from their support and involvements in so many like-organizations here in Chicago. This sharing of “best practices” is invaluable.

All of these quantifiable efforts extend our information outreach to tens of thousands not only in Illinois, but also in portions of Indiana and Wisconsin that enjoy ABC 7 programming and access its web site each day. When combined, leukemia and lymphoma rank fourth in terms of new cases and cause of death by cancer in the United States. These diseases of the blood do not discriminate – they can happen to anyone at any time regardless of age, sex, race, or ethnicity. Given that permeation it’s clear that ABC 7 has voluntarily and enthusiastically gone above and beyond in serving a significant need and interest of the community through its programming in this major metropolitan market. The general public’s agreement with that statement is reflected in ABC 7’s rating as the top television station in Chicago.

To illustrate how valuable its contributions have been, ABC 7 was presented with the Star of the Year Award, the highest honor bestowed by the Leukemia Research Foundation. ABC 7 is one of only 21 recipients of this award in the more than 60-year history of the LRF

It is because of our first-hand experience that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community is well-served by ABC 7 and no national regulation could create the kind of local partnership that we already enjoy. Thank you for the opportunity to share with you the viewpoint of the Leukemia Research Foundation.

Sincerely,



Kevin Radelet
Executive Director

cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



Asian American Institute

February 27, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

**Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking**

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

On behalf of the Asian American Institute (AAI), I would like to commend WLS-ABC7 for its commitment to coverage of local community issues. AAI's mission is to empower the Asian American community through advocacy by utilizing research, education, and coalition-building.

Related to the Commission's *Notice of Proposed Rulemaking* on broadcast localism—that “ensure[s] that broadcasters are appropriately addressing the needs of their local communities”, AAI recognizes the work by WLS concerning local community issues:

- WLS's support of the U.S. Senate candidates debates for March 2004 and October 2004
- WLS's partnership on a community leaders meeting in May 2004
- A special WLS report on Asian American entrepreneurs that aired twice during Asian Pacific American Heritage Month in May 2005
- Linda Yu, a WLS newscaster, has been honored by our organization with a Milestone award
- WLS has the greatest number of Asian American broadcasters locally, including Linda Yu, Judy Hsu, and Ravi Baichwal
- The general manager has noted that WLS does not have any quotas that might cap the number of Asian American newscasters
- In May 2006, WLS produced a show concerning local Asian American leaders

Please do not hesitate to contact me at myron@aaichicago.org or (773) 271-0899, ext. 3 for further information.

Very Truly Yours,

Myron Dean Quon, Esq.
LEGAL DIRECTOR

Cc: Michelle Carey
Rick Chessen
Rudy Brियोche
Amy Blankenship
Cristina Pauze
Monica Desai
Emily Barr
Diana Palomar

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Chicago, Illinois 60640
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AAI@AAIChicago.org

February 21, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, the American Diabetes Association already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with ABC on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. ABC also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

For example, this includes our Diabetes EXPO, one of ADA’s core events which draws nearly 10,000 people to learn everything about Diabetes management and prevention under one roof. Last year, more than 23 percent of attendees heard about the event through ABC’s PSA efforts.

To put it simply, our organization could not survive without the critical support that ABC provides. American Diabetes Association’s fundraising efforts are responsible for a large share of our annual budget and help sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that ABC’s role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

A handwritten signature in black ink, appearing to read "Nancy Harris". The signature is fluid and cursive, with a horizontal line above the "y" in "Harris".

Nancy Harris
Senior Executive Director, American Diabetes Association

Cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 21, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Taylor Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear FCC Chairman and Commissioners:

When I learned from of your consideration of the above docket, I felt compelled to share with you our firsthand experience as the state's largest and most recognized health charity in this state. The American Cancer Society, Illinois Division, has been a firsthand beneficiary of the benevolence and active engagement of our broadcast outlets, particularly our TV stations, as we fight cancer in this state. As such, we find any additional federal regulation within this area to be unnecessary.

For example, for the past six years, ABC-7, Chicago, has provided about \$500,000 of in-kind services to our organization. Specifically, they have helped establish the American Cancer Society's *Making Strides Against Breast Cancer* walk as a premier event in Chicagoland. As a result, we now generate more than \$1.5 million in our market to support breast cancer awareness, research, education and patient services.

Beyond the public awareness contributions, ABC-7's management team and TV personalities take an active interest in making our event successful. They put "skin in the game," so to speak, by helping us raise money, helping us recruit new corporate sponsors, and appearing at the event to lend credibility to our cause.

Fighting cancer is one of the greatest fears of Americans. In Illinois, it is the #1 health concern by the public. Because of ABC-7 and many stations like them, we're able to do our work better, reach more people, assist more cancer patients, and ultimately save more lives.

We are unclear why additional regulations are necessary and how they might further our mission. As such, I look forward to learning more and following deliberations on this topic. Meantime, know that we are very concerned about addition regulation in this arena, fearful they could erode the strong media partnerships we enjoy in Illinois.

Sincerely,

Steven G. Ford
Vice President of Marketing & Communications
American Cancer Society, Illinois Division

cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of:

Broadcast Localism

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MB Docket No. 04-233

COMMENTS OF THE AD COUNCIL

The Advertising Council (“Ad Council”) submits these comments in response to the Federal Communications Commission’s (“FCC” or “Commission”) Report on Broadcast Localism and Notice of Proposed Rulemaking.

As the FCC considers enhancing localism, the Ad Council respectfully requests that public service announcements (PSAs)— and notably, nationally produced PSAs— be considered as part of a broadcaster’s commitment to serving local needs and interests.

AD COUNCIL PSAs ADDRESS NATIONAL AND LOCAL ISSUES

Adopting a child from your local welfare system, preparing for a natural disaster in your community, finding out how to prevent losing your home to foreclosure, or finding a local blood bank in your neighborhood--these are the kinds of local resources Ad Council campaigns provide to all Americans whether they live in an urban or rural community, small town, large city or suburb. Our PSAs also raise awareness about issues that impact every resident, regardless of where they live, such as drunk driving prevention, seat belt safety, financial literacy, obesity prevention, online sexual exploitation, mentoring, child abuse intervention.

The Ad Council is able to drill these issues down to the local level through the generosity and support of the country’s broadcasters: Every year, the Ad Council garners approximately \$1.2

billion in donated media from TV and radio stations for its PSA campaigns, which addresses many of the country's most pressing social issues. While nationally produced, either in partnership with a nonprofit or the federal government, most of the Ad Council's PSAs tackle issues that impact the daily lives of parents, children and families at the local level, such as reducing gun violence, foster adoption, promoting responsible fatherhood, disaster preparedness, foreclosure prevention, childhood literacy, amber alerts, and high-school drop-out prevention to name just a few.

While station PSA Directors consider numerous factors when selecting which PSAs to air, the Ad Council knows through its various national surveys of broadcast PSA directors that one of their top-rated requirements is that the PSA be relevant to its station's audience. Thus, the Ad Council strives to create PSAs that are both nationally and locally important. This emphasis on local relevance is supported anecdotally by feedback from the Ad Council's 10 Regional Managing Directors (RMD) who work closely with local broadcasters in the top DMAs. For every station visit, these RMDs bring along local statistics about how Ad Council campaigns are relevant and timely to local communities— information which is always well received by the station. The Ad Council receives similar feedback from broadcasters when they respond to our weekly and monthly email PSA updates that are sent to every broadcast outlet in the country.

MANY OF AD COUNCIL SPONSORS HAVE LOCAL AFFILIATIONS

Every Ad Council campaign is created in partnership with a nonprofit organization or federal government department. While most of these nonprofit organizations are nationally-based, many of them have local offices, chapters or alliances with grassroots groups that serve their local communities. These nonprofits include the American Red Cross, United Way of America, American Stroke Association, American Heart Association, NeighborWorks America, American's Second Harvest, United Negro College Fund, Big Brothers Big Sisters, Americans for the Arts, and the American Institute of Certified Public Accountants Foundation. For example,

-Early Childhood Development: This campaign, which teaches parents the importance of quality early learning experiences, is sponsored by the United Way of America which represents more than 1,300 locally governed chapters serving the local needs of communities

in all 50 states. Thus, the United Way's chapters are able to amplify the campaign message at the local level and provide information and resources.

-Stroke Awareness: The American Stroke Association (ASA) sponsors this campaign which raises awareness of stroke symptoms and response in order to lessen the devastating effects of stroke which is the third leading cause of death in America. The ASA, which is a division of the American Heart Association, operates 12 regional affiliates, representing 56 individual state and metropolitan affiliates, drawing on millions of local volunteers and donors for support. Their website local.strokeassociation.org allows the public to locate their local chapter for local events and resources.

-Foreclosure Prevention: This campaign encourages homeowners at risk of losing their homes to call 888-995-HOPE, where they will find quality counseling and financial advice regarding the opportunities available to avoid foreclosure. Sponsored by NeighborWorks America, the campaign draws on a network of community-based resources to help homeowner locally, including more than 230 community development organizations working in 4,400 urban, suburban and rural communities in all 50 states, the District of Columbia and Puerto Rico.

-Mentoring: Big Brothers Big Sisters (BBBS) sponsors this campaign which provides one-to-one mentoring relationships between adult volunteers and children in 460 programs throughout the United States. The campaign encourages individuals to volunteer for BBBS and share simple, life-changing moments with a child.

Similarly, many of the Ad Council's Federal government sponsors create or coordinate with local affiliates to amplify their campaign message locally. For example:

Underage Drinking: The sponsor of the Ad Council's underage drinking prevention PSA campaign--the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA)--works with a coalition of local networks, which is comprised of parent, youth, education, substance abuse prevention,

justice/law enforcement, highway safety, alcohol control, local government, and business entities to help address the issue locally.

Drawing on this network of local affiliates, SAMHSA held town hall meeting to raise awareness of underage drinking in both 2006 and 2008. In 2008, over 1200 Town Hall Meetings will take place across the country during the first week of April--the nationwide effort will support the goals of the *Surgeon General's Call to Action to Prevent and Reduce Underage Drinking*, and give local communities the opportunity to come together to learn more about the new research on underage drinking and its impact on both individuals and the community. The meetings are designed to alert and empower the community as well as generate interest from the media.

Emergency Preparedness: The U.S. Department of Homeland Security's *Ready* campaign, which educates Americans to prepare for emergencies and natural disasters, works closely with state and local Office of Emergency Management teams and local Citizen Corps Councils to involve community members in emergency preparedness, planning, mitigation, response, and recovery. In 2007, more than 1,800 national, regional, state and local organizations participated in National Preparedness Month, a nationwide effort held each September, by distributing information and hosting events in their local communities.

Adoption: This campaign, with the U.S. Department of Health and Human Services' Administration for Children and Families, helps to raise awareness of the significant number of children in foster care who are waiting to be adopted. The campaign relies on the Adoption Exchange Association, which is an alliance of States and Tribes that provide prospective adoptive parents access to local information about children in their area who are available for adoption.

AD COUNCIL "LOCALIZES" ITS CAMPAIGNS

Knowing how important locally-relevant issues are to the media and general public, the Ad Council has undertaken a major "localization" effort in order to maximize our support and success. This includes a host of initiatives including 1) creating localized version of our PSAs; 2) using "bites and

b-roll packages” and other public relations tactics to customize campaign launches locally; 3) training the local affiliates of our nonprofit or federal government sponsors, 4) hiring local media outreach specialists (Regional Managing Directors) and 5) creating Regional Leadership Committees comprised of top media, marketing and advertising stakeholders in 13 different cities.

Localizations: Because of the enormous cost efficiencies, Ad Council PSAs are typically produced as national versions but are created so that they are adaptable and relevant to every community. This allows the Ad Council to provide a large and diverse docket of PSAs for the media to choose from (at any given time, the Ad Council has 50 different PSA campaigns covering a myriad of social issues based on our three themes of education, community and health and safety.)

One of the more common Ad Council practices is to “localize” our PSAs, whereby we place a tag on end of the PSA (typically in the last 5 seconds of a 30-second TV or radio PSA). Working in partnership with our nonprofit sponsor we then list the local chapter’s name, website (and sometimes phone number) so that the public can be linked to local services and resources.

More typically, the Ad Council will provide a national website or telephone number whereby the public can connect to local resources in their community. This often is more efficient as many local chapters of a national organization have limited staffing and resources and are not able to provide 24-hour service. Moreover, national fulfillment hotlines and websites generally have better quality controls, ensuring that inquiries are responded to promptly. National calls-to action also permit better tracking and measurement of consumer response and inquiries can be directed to the appropriate local office when multiple choices are available. For example, for the Ad Council’s foster adoption campaign, our partnering organization (the Adoption Exchange Association) directs callers to their national number to a “recruitment response team” in their state to assist them with the adoption process locally.

Locally customized launched & PR practices:

Oftentimes, the Ad Council will customize a PSA campaign launch locally in order to emphasize how the issue impacts local communities. For example, the Ad Council will often create a localized Bites & B-Roll feed (BBR) which might include issue experts, real life stories, and local statistics

about the campaign issue. Whenever possible, the Ad Council will provide the media with access to statistics and local experts who can help localize the issue for their audience. The success of these localized launches has been enormous, reflecting the media's response to raising awareness about issues important to their viewers and listeners.

For example, for the Department of Transportation's drunk driving campaign, the Ad Council partnered with the Television Bureau of Advertising (TVB) and created an industry "roadblock" through which all local broadcast TV stations were encouraged to donate airtime for the "Buzzed Driving" TV PSAs during the holiday week launch. This complemented an integrated communications program whereby the Ad Council created localizable press release, BBRs, web packages and mat releases and pitched reporters at broadcast, print and online media outlets throughout the country.

As a result of the localized BBR package, the campaign was featured in 932 local broadcast news segments on 336 television stations in 168 markets, including stations in all of the top 30 national media markets. Additionally, the campaign was highlighted in radio segments throughout the country. Moreover, as part of the roadblock, over 800 local broadcast TV stations ran the "Buzzed Driving is Drunk Driving" PSA for the entire month of December (2007), garnering over \$4.5 million in donated media.

Similarly, the Ad Council launched a localized radio media tour for its foster adoption campaign in 2007, which reached over 6 million and relied on local statistics, needs and spokespersons. In one month alone, there were 16 interviews, which reached 2,589 affiliates in 11 markets.

Media Outreach Training

Recognizing the increasing importance of grassroots organizations and local media working together for the benefit of the community, the Ad Council provides media outreach training, tools and assistance to our campaign partners' local offices and affiliated groups. Many of these local organizations do work with the media to promote events such as walkathons, funding and advocacy, but they often lack the knowledge and resources to conduct media outreach for their organization's

PSA campaign. Ad Council workshops and one-on-one meetings with local groups give them the skills and the motivation to include the local media as partners in their programs.

Local outreach to the media:

The Ad Council employs a team of ten RMDs, who are strategically located in the country's top DMAs (San Francisco, Los Angeles, Washington DC, New York, Boston, Dallas, Chicago, Miami, Detroit and Atlanta) and promote the Ad Council's PSAs to stations located in the country's primary and secondary markets. Oftentimes, the RMDs will put stations in touch with local spokespeople, local stories, and local statistics for a particular PSA campaign for their community affairs programs and editorial programming.

In addition, in thirteen cities, the Ad Council has created local Regional Leadership Committees, which are comprised of the top media, agency and advertising executives in the area and serve much like a local Board of Directors. They advise the Ad Council on which local issues need the most support and help with outreach to their communities. (Please see attached a list of the members of the Ad Council's Leadership Committees.)

In several markets the RMDs and Leadership Committees have worked with the Mayor's office to promote an issue of local relevance (based on the needs of that particular locality.) For example, in northern California, the Ad Council convened over 7 counties in the Bay Area, in partnership with the San Francisco's Mayor's office, to create a local version of the U.S. Department of Homeland Security's disaster preparedness campaign. Called "72hours.org", the initiative calls on local residents to be prepared in times of man-made or natural disasters and has received strong support from local TV stations to date.

In Detroit, the Regional Leadership Committee put substantial support behind the Ad Council's foreclosure prevention campaign which links homeowners at risk of losing their homes with local resources (counseling and financial advice) from a trusted, third-party nonprofit. The broadcasters dedicated support lead to a 227% increased in call volume from Michigan homeowners to the 888-995-HOPE hotline (an increase from 2,043 to 6,671 calls). In addition, due to the Committee's efforts, the Detroit Free Press and Detroit News ran full page and quarter page ads.

The Ad Council currently has seven local launch events scheduled for this spring in major cities, which will include local celebrities, government officials, charities and news media.

CONCLUSION

For over 65-years, the nation's broadcasters have steadfastly supported Ad Council PSAs. In doing so, they have allowed the Ad Council to raise awareness of the most critical issues facing our nation and provide resources to communities at both the national and local level.

We therefore respectfully request that the Commission consider PSAs – whether nationally or locally produced – as a key component of a station's commitment to localism.

Respectfully submitted,

THE ADVERTISING COUNCIL

A handwritten signature in cursive script that reads "Peggy Conlon".

Peggy Conlon
President & CEO

The Advertising Council
261 Madison Avenue
New York, New York 10016

March 10, 2008

ATTACHMENT: Ad Council's Regional Leadership Committees

Name	Title	Company
<u>New York</u>		
Kathy Crawford	President, Local Broadcast	MindShare
Lew Leone	Vice President/General Manager (WNYW-TV & WWOR-TV)	Fox Television Stations
Ramon Pineda	Vice President/General Manager (WXTV-TV & WFUT-TV)	Univision Television Group
		Rainbow Advertising Sales Corp.
David Kline	President & Chief Operating Officer	Emmis Radio
Dan Halyburton	Senior VP & Market Manager	J.P. Morgan Chase
Ryan McInerney	Senior Vice President Retail Marketing	
<u>Chicago</u>		
Emily Barr	President/General Manager--WLS-TV	ABC, Inc.
Neil Golden	Senior Vice President/Chief Marketing Officer-USA	McDonald's Corporation
Renetta McCann	Chief Executive Officer	Starcom MediaVest Group
Earl Jones	President and Market Manager	Clear Channel Radio Chicago
McGhee Williams	Co-CEO	Burrell Communications Group
<u>Detroit</u>		
Anthony Hopp	Chairman, Chief Executive Officer	Campbell-Ewald
Andy Jung*	Senior Director Advertising & Marketing	Kellogg Company
Til Levesque	President and Market Manager	Clear Channel Radio - Detroit
Jessica Pellegrino	General Manager WUDT-TV	Equity Broadcasting
Coleman	Chairman & Chief Executive Officer	GlobalHue
John Murri	Vice Pres & General Manager WJBK-TV Fox2	Fox Television Stations
<u>San Francisco</u>		
David Karnstedt	Senior Vice President, Sales	Yahoo
Gary Elliott	Vice President, Brand Marketing	Hewlett-Packard
Ed Krampf	Senior Vice President, Northwestern Region	Clear Channel Radio
Ron Longinotti	President/General Manager--KPIX-TV & KBHK-TV	CBS Television Stations
Jamie King	CEO/President	Hal Riney Partners
<u>North Texas</u>		
Jaya Kumar	Chief Marketing Officer	Frito Lay Corporation
Kathy Clements	Senior Vice President/Television Operations	Belo Corporation
Scott Crockett	Principal	The Richards Group
J.D. Freeman	Executive Vice President & Market Manager	Clear Channel Radio - Dallas
Tom Hansen	Chief Executive Officer & President	TM Advertising
<u>Miami</u>		
Luis Fernandez-Rocha	Vice President, GM (WLTV Univision 23, WAMI Telefutara 69)	Univision Television- Miami
Jim Poh	Executive Vice President, Media Director	Crispin Porter
Tom Doerr	Station Manager, WFOR/WBFS	CBS Television Stations
George Toulas	President/Market Manager	Clear Channel Radio - Miami
Claudia Puig	General Manager	Univision Radio- Miami
Fred Zuckerman	Executive VP Media	Zimmerman Advertising
Don Burns	Senior Global Manager, New Trademark Development	Bacardi Global Brands

Pasadena

Joe Finucane
Joe Grimaldi
Bill Fine
Phil Redo
Alex von Lichtenberg

Chief Marketing Officer
President
President & GM WCVB-TV
General Manager
General Manager

Bank of America
Mullen
Hearst-Argyle
Greater Media Radio
Telefutura, Boston

Atlanta

Chuck Fruit
Cathy Coffey
Daryl Evans
Rick Caffey
Tom Fuller
George Newi
Tom Stevens
William S. Hoffman

Senior Advisor
Vice President Advertising
VP-Advertising & Marketing Communications
Senior VP, Market Manager
Chief Operating Officer
Senior VP, Account Director
Senior VP, Sales
VP/GM

Coca Cola
Cox Enterprises
AT&T Inc.
CBS Broadcast, Atlanta
Twenty Two Squared
Initiative Media Atlanta
TBS Atlanta
WSB-TV Atlanta

Los Angeles

Sue Jochenning
Maelia Macin
Jeff Federman
Don Corsini
Scott Remy

EVP Media
GM
VP Market Manager
President & GM, KCBS-TV & KCAL-TV
Senior VP Communications

Initiative Media
KMEX & KTFR (Univision)
CBS Radio
CBS Television
NestleUSA

Washington DC

McHie
Doug Laughlin
Joel Oxley
Michelle Williams
Michael Jack
Stephen Hills

Global Brand Manager
President & CEO
Senior Vice President & Market Manager
Vice President & General Manager
President & General Manager WRG-TV4-DC
President & General Manager

Exxon-Mobil Fuels Marketing
LM&O Advertising
Bonneville Radio
Radio One
NBC-Universal
The Washington Post

Philadelphia

Michael Collieran
John Fullam
Paul Alexander
Andy Rosen
Joanne Harmelin
Jim Gallagher

President & General Manager KYW-TV & WPSG-TV
VP/Market Manager
Vice President Global Advertising
Senior Vice President & Market Manager
CEO & Founder
Vice President/General Manager

CBS Television
Greater Media Radio
Campbell Soup
Radio One
Harmelin Media
Comcast Spotlight

Houston

Alex Lopez-Negrete
Craig Bland
Laura Morris
Larry Blackerby
Melissa Stevens

President
President & General Manager KXLN-TV & KFTH-TV
President & General Manager
Vice President and General Manager KPRC-TV
President

Lopez Negrete
Communications
Univision
CBS Radio
Post-Newsweek
FKM Agency

Tampa-St. Petersburg

Joe Pumo	President & General Manager WFLA-TV
Jody Bilney	Chief Marketing Officer
Luis Diaz-Albertini	General Manager
Lilly Gonzalez	General Manager WVEA-TV & WFTT-TV
Jill Caruso	Regional Director of Sales

Media General
Outback Steakhouse
CBS Radio
Entravision
Brighthouse Networks

From the desk of
Kevin Radelet
Executive Director
Leukemia Research Foundation
2700 Patriot Blvd, Suite 100
Glenview, IL 60026 847.424.0600
kevin@lrfmail.org

February 28, 2008

Federal Communications Commission
445 12th Street S.W.
Washington, DC 20554

RE: *In the Matter of Broadcast Localism* (MB Docket No. 04-233) Report on
Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently published a Notice of Proposed Rulemaking on broadcast localism in the Federal Register. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be among the first to tell you that, in my view and in the view of the Leukemia Research Foundation, ABC 7 Chicago already serves our Chicago community in any number of ways that makes any additional federal regulation unnecessary.

The Leukemia Research Foundation has worked closely with ABC 7 for 14 years. This partnership has been tremendously effective as we work each day to achieve our mission: ***to conquer leukemia, lymphoma, and myelodysplastic syndromes by funding research into their causes and cures, and to enrich the quality of life of those touched by these diseases.***

The primary focus of the LRF is to fund ground-breaking medical research on a worldwide basis. ABC 7's stewardship of LRF events and activities helps ensure our success in achieving our goal. For example:

- ABC 7 has presented the annual *Jim Gibbons 5K Run, 3K Walk and Survivors' Strut* for each of those 14 years. Held annually in Grant Park, the heart of Chicago, this event is one of the LRF's most financially successful having raised more than \$1 million during that time and ABC 7's history of involvement is one of the reasons for its great achievement.
- But it's more than just a "fun run" to raise much needed funding. Each year, ABC 7 has supplemented its involvement with dozens of public service announcements, broadcast the Run start live during its top-rated 6:00 pm newscast, included a series of on-site interviews, and incorporated several mentions during regular news programming throughout the year. Without fail, these references have focused not just on "a run" but on the bottom-line reason for such an event: the need to find a cure for leukemia, the #1 killer by disease in children up to age 19.
- Further, and impressively, ABC 7 produced and aired a 30 minute special program centered on the Run and the Foundation in 2006. Included were various vignettes highlighting the purpose of the Foundation, the predicament of patients, where to get help, and the success of doctors and researchers as we move closer toward a cure.
- Veteran ABC 7 on-air personality Janet Davies has been unyielding in her support of the LRF serving as the Honorary Chair of the Run, but also contributing countless hours of volunteer time facilitating Town Hall Meetings, seminars, and conferences offering patient educational assistance for those living with the disease and their caregivers.
- Top-level station management has been readily accessible to the Foundation on a regular basis to offer their insights on methods to maximize revenue potential. Perhaps more importantly, they also offer counsel and input on successful non-profit planning and management derived from their support and involvements in so many like-organizations here in Chicago. This sharing of "best practices" is invaluable.

All of these quantifiable efforts extend our information outreach to tens of thousands not only in Illinois, but also in portions of Indiana and Wisconsin that enjoy ABC 7 programming and access its web site each day. When combined, leukemia and lymphoma rank fourth in terms of new cases and cause of death by cancer in the United States. These diseases of the blood do not discriminate – they can happen to anyone at any time regardless of age, sex, race, or ethnicity. Given that permeation it's clear that ABC 7 has voluntarily and enthusiastically gone above and beyond in serving a significant need and interest of the community through its programming in this major metropolitan market. The general public's agreement with that statement is reflected in ABC 7's rating as the top television station in Chicago.

To illustrate how valuable its contributions have been, ABC 7 was presented with the Star of the Year Award, the highest honor bestowed by the Leukemia Research Foundation. ABC 7 is one of only 21 recipients of this award in the more than 60-year history of the LRF

It is because of our first-hand experience that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community is well-served by ABC 7 and no national regulation could create the kind of local partnership that we already enjoy. Thank you for the opportunity to share with you the viewpoint of the Leukemia Research Foundation.

Sincerely,

Kevin Radelet
Executive Director

cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



BUILDING BETTER LIVES

February 18, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

Voices for Illinois Children, a non-profit child policy and advocacy organization, relies on the generous support of foundations, individuals and organizations—like WLS-TV ABC 7—to help us advocate for children and families and spread our message to Illinois communities.

We have worked with WLS-TV for many years on a number of public service announcements. For example, WLS-TV has been a strong supporter of our fundraiser, the Wrigley Start Early Run, held every spring in Chicago. Over the run's 10-year history, the station has donated its services, producing and airing public service announcements prior to the event. In doing so, WLS-TV helped to raise awareness for the run and for the issues on which Voices for Illinois Children works so hard.

Additionally, Rob Johnson, a former on-air reporter for WLS-TV, has served in two roles for the Start Early Run—emcee and runner. After welcoming participants, Rob would jump off the stage and run the race himself. It is this enthusiasm and dedication from WLS-TV and its staff that is critical to our fundraising efforts and to distributing our message to the community.

In my view, the Chicago community is well-served by WLS-TV and greater specificity would constrain the generosity and community engagement that WLS-TV already demonstrates.

Sincerely,

Jerome Stermer
President, Voices for Illinois Children

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 18, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC-7 in Chicago already serves our community in any number of ways that makes any additional federal regulation unnecessary.

I can’t say enough good things about ABC-7. In fact, if you inquired within the Chicago metropolitan area regarding any media outlet or corporation that is a good community partner, the name of ABC-7 will be immediately cited. I am the President of the National Museum of Mexican Art in Chicago and we have worked with ABC-7 Chicago for over 20 years. They are extremely involved in the community. They air countless of public service announcements, feature community organizations on their newscast and programs, they attend community meetings and events, and their employees volunteer with community groups (one of their staff members is currently on our board). ABC-7 should be used as a national model as to how a television station should work with their community. The word partnership is often overused in our field, but with ABC-7, partnership is the perfect way to describe how ABC-7 interacts with community groups.

If you are in need of any more information, please don’t hesitate to call me at 312.738.1503 or by email carlos@nationalmuseumofmexicanart.org

Sinceramente,

Carlos Tortolero
President
National Museum of Mexican Art

Cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



25 East Washington, Suite 703, Chicago, Illinois 60602 Ph: (312) 863-6340 Fax: (312)863-6341 Website: www.mikvachallenge.org

February 12, 2008

Commissioner Michael Copps
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Commissioner Copps:

I noted with great interest that the FCC recently issued a "Notice of Proposed Rulemaking on broadcast localism." From what I understand, this FCC proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I want to be one of the first to inform you that, in my view and in the view of my organization, ABC7Chicago has been providing exceptional local coverage of news and events happening in the Chicagoland community for more years than I can remember. As the Executive Director of a local, not-for-profit organization in Chicago called the Mikva Challenge that works to develop youth civic leaders and active citizens. I find that ABC7Chicago has been consistently providing local community news and services that go beyond just providing ordinary news coverage. On many occasions, I have had the opportunity to personally witness not only news coverage about a particular event, but actual members of ABC7Chicago's news team attending and/or taking part in local charity events, walk-a-thons and cultural events covering the many diverse communities of Chicago. I applaud the ABC7Chicago's management team for making such a hands-on and committed effort to outreach in all of Chicago's communities.

In our case, we have worked with ABC7Chicago on a number of important specials designed to educate the community on important neighborhood and local school issues. Two years ago, ABC7Chicago traveled to Mississippi with our youth leaders to explore and commemorate the life and death of Emmett Till. This was an expensive undertaking for ABC7Chicago, and one in which they were truly devoted to covering through the voices of youth. Through this coverage, Chicago area audiences learned about this very important part of our country's Civil Rights Movement and heard the voices of Chicago youth as they explored this historical lesson.

On several other occasions, Mikva Challenge has worked with ABC7Chicago on local debates for candidates of various offices. The station is excellent at involving community partners in the process and bringing young people into the debate process. In addition, ABC7Chicago has covered important youth issues, including a 30 minute, high profile exploration of youth violence in Chicago. In my estimation, ABC7Chicago is the best station in Chicago for covering the voices of youth and getting out in the community to cover the news which, in turn, helps inform Chicagoans to act as intelligent citizens.

Mikva Challenge is grateful for the commitment and focus that ABC7Chicago has placed on youth and community issues. We would like to lend our vocal support to their work. If you should need any further testament to their work in the local community, please do not hesitate to contact me. I can be reached at (312) 863-6340. Thank you.

Sincerely,

Brian Brady

Brian Brady
Executive Director

cc: Rick Chessen

Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate and McDowell:

It is my understanding that the FCC has recently issued a Notice of Proposed Rulemaking on broadcast localism, and I understand the intent of this proposed action is to ensure that local broadcasters, such as ABC 7 in Chicago, vigilantly and appropriately address the needs of our local community. From my point of view, the proposed action would appear unnecessary as all the Chicago stations are proactive in their support to the community.

Specifically, ABC 7 TV gets involved with and promotes more nonprofit organizations and their efforts than any local station. And given the stellar contributions of all local broadcast stations, ABC 7 is a true stand-out!

For the past decade, ABC 7 has been a steadfast supporter of the Mercy Home for Boys & Girls *Shamrock's for Kids* Program, a multimedia/tier program that keenly alerts the public to the plight of children in crisis and invites the public to get involved in a local solution. Through specially produced PSA's and feature segments, the public has referred youth to Mercy Home who need mentors and residential, out-of-home support; volunteers have stepped-up to become mentors and tutors; and the public has joined in by investing their resources to help. This is a very significant program in the city that ABC 7 has helped to nurture and grow.

Over the past several years, ABC 7's general manager has become personally involved in Mercy Home's Leader Council. The Council is a group of professional women dedicated to improving the educational opportunities of the youth who live at the Home. In this capacity, Ms. Barr has marshaled resources not only to reach out to the community for support, but also to personally support several youth in school as she is a member of the Council's President's Circle.

Quite honestly, I was very surprised to hear about the FCC's proposed actions when considering the depth of our local broadcast stations' involvement in supporting vital services and organizations upon which the community depends. Please, contact me directly if I can offer more information about the impact of ABC 7's support on the success of these Mercy Home programs. I can be reached at 312.738.9240.

Thank you in advance for considering my opinion on this important matter.

Sincerely,

Rev. L. Scott Donahue
President/CEO

Cc: Michelle Casey
Rich Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 21, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

It is important for you to know how much the March of Dimes values its long-standing relationship with ABC7 Chicago. ABC7 has truly demonstrated its commitment to serving the needs of our organization, and has done so for many years.

The Illinois Chapter of the March of Dimes does not have a budget to pay for advertising, so we count on the support of ABC7 to assist us as we try to educate the public on the importance of baby health, premature birth and infant mortality.

Public Service Announcements Personally Recorded by Anchors (November)

Every year for Prematurity Awareness Month (November), ABC7 produces a public service announcement to raise awareness on our behalf, and runs it everyday at least once a day. The station uses a top anchorperson to broadcast our message and educate the public of our mission to save babies' lives. We appreciate the fact that the anchor willingly gives of his/her time to record this personalized message to support our efforts, **and** that the studio produces and airs this segment at no cost to us.

Meteorologist Chairs Yearly Event (April)

Every year for at least 20 years, ABC7 meteorologist Jerry Taft volunteers his time to lead our Sunshine Rally each April. The Sunshine Rally is a gathering of local meteorologists who predict the weather in advance of our largest fundraiser, March for Babies (formerly WalkAmerica). Mr. Taft reaches out to the other local weather forecasters and invites them to join him as he supports us for a day of fun. Without Mr. Taft's ownership of the event and his personal request, we would not be able to convince the other forecasters to spend the day with us. Due to the respect that he has earned in the industry, we are usually overwhelmed with the large number of personalities who come out to support us.

On-Air Live Cooking Segment (November)

Each year we host a Signature Chefs Auction where we honor 30 of the finest chefs in Chicago at a black-tie event. ABC7 has allowed us the opportunity of a live on-air segment featuring one of the honored chefs cooking in the ABC kitchen every year! The segment airs on one of the highest rated morning shows, usually 5 – 7 days before the event. We reach thousands of viewers that we otherwise would not be able to reach with information about our event and how to

purchase tickets. The live interview certainly generates excitement about the event, and grants the March of Dimes the sort of exposure we desire to make the event a success.

Behind the Scenes Support

The March of Dimes has a healthy working relationship with several members of the ABC7 Team, even those behind the scenes such as producers, assignment editors, creative services staff and others who we can call on a regular basis for assistance and exposure.

In addition to the support mentioned above, ABC7 continues to support us by covering other special events throughout the year. In the past ABC7 has covered:

- March for Babies, formerly known as WalkAmerica
- “Dancing for Our Preemies”
- Ray Meyer 3-on-3 Basketball Tournament
- Faces of Our Success Awards Luncheon

In 2007, Linda Yu, ABC7 anchor was honored by the March of Dimes at the Faces of Our Success Luncheon. This event promotes diversity and seeks to recognize the contributions made by the honorees to their communities. A camera crew captured the event and featured it on a later broadcast.

In closing, ABC7 continues to show its commitment to the March of Dimes, and has for many years. Of all the local networks that we have relationships with, ABC7 by far, outweighs the others with its support. The support that ABC7 provides to the March of Dimes is invaluable. We look forward to a continued relationship with ABC7. Our community is very well served by ABC7, and no national regulation could create the kind of phenomenal local partnership that we already enjoy.

Sincerely,

Jeri Bingham
State Director of Communications & Marketing
March of Dimes
Greater Illinois Chapter

February 29, 2008

Dear Chairman Martin :

The League of Women Voters of Illinois is pleased to acknowledge that ABC 7 in Chicago continues to devote an excellent amount of coverage to local and state political issues. From local news stories to public affairs programs and special coverage, ABC 7 provides a quality forum for educating the public about political and public issues of interest.

The League has a long-standing partnership with ABC 7 to televise candidate debates during each election year. In the past few years these debates have included: the state-wide offices of Illinois Senator, Governor, Attorney General and Lieutenant Governor; the local offices of Cook County Board President, Cook County State's Attorney and Chicago City Council. This special coverage is provided commercial-free, with ABC 7 absorbing all of the expenses related to staff time, location and presentation.

The League truly appreciates the work and support of ABC 7. Our partnership plays an important role in the League's mission to encourage the informed and active participation of citizens in government. ABC 7 provides the League an important venue to do our work and we appreciate the station's dedication to quality political coverage.

Sincerely,

Paula Lawson
President, LWVIL

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ADM. ASSISTANT

Alison R. Warner



Illinois Chapter
Your Liver. Your Life.

March 6, 2008

The Honorable Chairman Kevin Martin
The Honorable Commissioner Michael Capps
The Honorable Commissioner Jonathan Adelstein
The Honorable Commissioner Deborah Taylor Tate
The Honorable Commissioner Robert McDowell
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Capps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC 7 already serves our community in any number of ways that makes any additional federal regulation unnecessary.

For many years ABC 7 provided the American Liver Foundation Illinois Chapter with pro bono public service announcements which assisted us in creating awareness of the devastating effects of liver diseases, the need for the general public to become organ donors, and how the public can unite with us for our mission. As a not-for-profit with very little marketing dollars, this inkind donation was priceless. The number of calls we received each time the PSA aired was overwhelming, and played a significant role in helping us achieve our goals. As a matter of fact, our Board of Directors were so pleased with the response, we presented a plaque to ABC 7 to show our gratitude for their support, and the volunteerism of Mr. Andy Shaw, who served as the talent for our PSA. Mr. Shaw's volunteerism was also recognized during a National American Liver Foundation conference.

It is because of this first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC7 and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Jacqueline A. Dominguez

Jacqueline A. Dominguez
Executive Director
American Liver Foundation
Illinois Chapter

Cc: Michelle Carey, Rick Chessen, Rudy Brioche, Amy Blankenship, Cristina Pauze, Monica Desai

180 N. Michigan Avenue, Suite 1870, Chicago, Illinois 60601 (312) 377-9030 Fax: (312) 377-9035

E-mail: info@illinois-liver.org www.illinois-liver.org

American Liver Foundation National Headquarters: (800) GO LIVER (800 465-4837)

February 27, 2008

Federal Communications Commission

445 12th Street, S.W.

Washington DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, GIRL SCOUTS OF CHICAGO, ABC-7 already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with ABC-7 on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. ABC-7 has also produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

* ABC-7 funded the cost for recording and editing the "commercial" or PSA...for several years.

* ABC-7 airs the GS PSAs at prime times during the months of January through March. As a result, we receive cookie sale phone calls each time the PSA is shown. Cookie calls are directed to the Girl Scout troops that have chosen to work with call-in orders. We have received well over 250 calls just during the month of January.

* ABC-7 allowed one of our Girl Scouts to showcase her writing and rapping talents. They filmed the girl rap and are airing the

performance as a commercial. ABC-7 has given this young lady a wonderful opportunity.

* ABC-7 sponsors a "cookie booth sale site" in their building each year to sell cookies during our Chicago Loop Days. ABC-7's staff provides a tour of the studio and features the girls in live news broadcasts. ABC-7 commits to donating their resources, as well as their time.

To put it simply, ABC-7's support is critical to our organization. ABC-7's efforts on behalf of Girl Scouts of Chicago have provided vital funding and increased awareness of our mission:

ABC-7 has been particularly generous in its support of our Tribute to Achievement. In the last four years alone, ABC-7 has directly contributed almost \$24,000 to this annual event honoring a Chicago woman who has excelled in her field and serves as a example and role model for Girl Scouts. Beyond its financial contributions, ABC-7 has supported the event in numerous other ways: General Manager Emily Barr was honored as our Luminary in 2004 and served as a dinner chair in 2005. That year, she and a colleague pitched our Opportunity Fund scholarship program, which brought in more than \$26,000 from dinner attendees. ABC-7 personnel served as MCs for the dinner in 2004, 2005 & 2007. In several years, the station raised community awareness of our issues and organization by airing footage of the event. The Tribute to Achievement dinner, in the four years where ABC-7 has been most directly involved, has alone raised almost \$2 million to support the programs of Girl Scouts of Chicago.

In another arena, another ABC-7 employee, Roz Varon, acted as MC for our annual Honor Circle breakfast in 2006 and 2007, bringing passion and enthusiasm from her personal Girl Scout experience as a troop leader and mother of a Girl Scout. With her assistance, the breakfast in those two years raised close to \$400,000. And she has agreed to serve as MC again this year!

This past June, General Manager Emily Barr also participated in our inaugural Camp CEO, a camp-based leadership experience that pairs teen Girl Scouts with leading Chicago executive women to help prepare these young women to be CEOs and leaders in the future. At camp, Ms. Barr not only mentored a teen Girl Scout, she also shared a stirring testimony of her own leadership journey with the entire group of 24 girls.

As you can clearly see, ABC-7's role - including both on-air and off-air time - is critical both to our fundraising efforts and to getting our message out to the community-at-large. The station has been one of our

staunchest corporate supporters, lending myriad resources to help Girl Scouts of Chicago build girls of courage, confidence and character, who make the world a better place.

Sincerely,

Brooke M. Wiseman

CEO Emeritus, Girl Scouts of Chicago

Cc: Michelle Carey

Rick Chessen

Rudy Brioche

Amy Blankenship

Cristina Pauze

Monica Desai

February 27, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

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We have worked with ABC-7 on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. ABC-7 has also produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

- ABC-7 funded the cost for recording and editing the "commercial" or PSA...for several years.
- ABC-7 airs the GS PSAs at prime times during the months of January through March. As a result, we receive cookie sale phone calls each time the PSA is shown. Cookie calls are directed to the Girl Scout troops that have chosen to work with call-in orders. We have received well over 250 calls just during the month of January.
- ABC-7 allowed one of our Girl Scouts to showcase her writing and rapping talents. They filmed the girl rap and are airing the performance as a commercial. ABC-7 has given this young lady a wonderful opportunity.
- ABC-7 sponsors a “cookie booth sale site” in their building each year to sell cookies during our Chicago Loop Days. ABC-7’s staff provides a tour of the studio and features the girls in live news broadcasts. ABC-7 commits to donating their resources, as well as their time.

To put it simply, ABC-7’s support is critical to our organization. ABC-7’s efforts on behalf of Girl Scouts of Chicago have provided vital funding and increased awareness of our mission:

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- In another arena, another ABC-7 employee, Roz Varon, acted as MC for our annual Honor Circle breakfast in 2006 and 2007, bringing passion and enthusiasm from her personal Girl Scout experience as a troop leader and mother of a Girl Scout. With her assistance, the breakfast in those two years raised close to \$400,000. And she has agreed to serve as MC again this year!
- This past June, General Manager Emily Barr also participated in our inaugural Camp CEO, a camp-based leadership experience that pairs teen Girl Scouts with leading Chicago executive women to help prepare these young women to be CEOs and leaders in the future. At camp, Ms. Barr not only mentored a teen Girl Scout, she also shared a stirring testimony of her own leadership journey with the entire group of 24 girls.

As you can clearly see, ABC-7's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large. The station has been one of our staunchest corporate supporters, lending myriad resources to help Girl Scouts of Chicago build girls of courage, confidence and character, who make the world a better place.

Sincerely,

Brooke M. Wiseman
CEO Emeritus, Girl Scouts of Chicago

Cc: Michelle Carey
Rick Chesson
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai

February 21, 2008

Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

I have recently been made aware of the FCC's Notice of Proposed Rulemaking on broadcast localism. It is my understanding that this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." In my view and in the view of my organization, WLS-TV already serves the Chicago community in any number of ways that makes any additional federal regulation unnecessary.

The Partnership for a Drug-Free America has worked with WLS-TV for more nearly 20 years. During this time they have been one of our strongest supporters in the Chicago market. They consistently air Partnership public service announcements that have raised awareness of the drug issue throughout their viewing area. WLS-TV also has produced and aired stories as part of their coverage of local and community news that have raised the profile of the issues on which my organization is focused. The station regularly provides opportunities to address substance abuse issues on their "Chicagoing" public affairs program. Additionally, WLS-TV is one of the strongest supporters of the efforts of our Illinois affiliate, Prevention First, to make an impact on the lives of the moms, dads, teens and kids in the Chicago market.

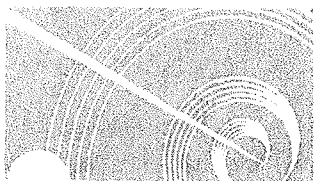
Simply stated, the Partnership for a Drug-Free America would not have as great an impact without the station's support provided. WLS-TV's role – including both on-air and off-air time – is critical to getting our message out to the community-at-large.

In my view, the Chicago community is well-served by WLS-TV. I believe that national regulation would not create or enhance the kind of great local partnership that we already enjoy.

Truly yours,

Stephen J. Pasierb
President and CEO
Partnership for a Drug-Free America

cc: Michelle Carey



chicagosinfonietta

MUSIC EXCELLENCE DIVERSITY

Paul Freeman, Music Director
Jim Hirsch, Executive Director

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PriceWaterhouseCoopers, LLP

Friends of the Chicago Sinfonietta Chairs

I. F. Anderson, Ph.D.

S. Brown

Betty L. Hutchison, Ph.D.

February 15, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

I wanted to be one of the first to tell you that, in my view and in the view of my organization - the Chicago Sinfonietta - ABC7 (Chicago, IL) already serves our community in any number of ways that makes any additional federal regulation unnecessary.

I have worked with WLS - 7 on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. WLS - 7 also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

WLS - 7 is a frequent sponsor of PSA for the Chicago Sinfonietta, of which I am the Executive Director. Their sponsorship of these announcements results in increased attendance and greater community visibility for our not for profit organization. In the past three seasons, their support has amounted to well over \$200,000.

We are very grateful for their continued and long-term support of our organization and look forward to a long association with them in the future.

Sincerely,

Jim Hirsch
Executive Director

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

70 EAST LAKE STREET SUITE 226 CHICAGO, IL 60601
p312 236 3681 f312 236 5429
chicagosinfonietta.org

Feb. 29, 2008

Kevin Martin
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of Chicago Foundation for Women, ABC-7 Chicago already serves our community in any number of ways that makes any additional federal regulation unnecessary.

ABC-7 Chicago has supported the Foundation for many years. We are proud to have had an ABC-7 Chicago executive serve on our board. We have partnered with ABC-7 Chicago to hold a televised community town hall where advocates and activists discussed how violence against women and girls can be prevented and how the state of Illinois can become the safest in the nation. The town hall aired in a prime nighttime slot that drew a huge viewership, surpassing the local “Letterman” broadcast. The station also aired the campaign’s public service announcements. ABC-7 executives and anchors have attended many of our events, including our annual luncheon and symposium.

We have a long-standing partnership with ABC-7 Chicago and hope to partner with them in other ways because we know our community is well served by the station’s commitment to important social issues. No national regulation was needed to establish our partnership and we are sure our collaboration will be of service to the community.

Sincerely,

Mary F. Morten
Interim Executive Director
Chicago Foundation for Women

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to tell you that, in my view and in the view of the Greater Chicago Food Depository, WLS-TV quite ably serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with WLS-TV on many public service announcements that have significantly raised local awareness of the problem of hunger in Chicago. WLS-TV also has produced and aired several stories as part of their coverage of local and community news and events that have raised awareness about hunger in our community and ways in which the community can partner with the Greater Chicago Food Depository to ensure that no one has to go to bed without a meal.

WLS-TV has been an avid supporter of the Greater Chicago Food Depository during the past several years. From board membership to event sponsorship to coverage, WLS-TV has been a staunch ally in the fight against hunger for many years. Because of the station’s efforts, we have been able to make more food available to the hungry people in our community.

Since November 2000, WLS-TV has been the founding partner and television sponsor of the Greater Chicago Food Depository’s largest annual food drive. Through on-air announcements, broadcasts from collection sites and editorial coverage of the hunger issue, WLS-TV has proved to be an invaluable partner in the food and fund drive’s success and a critical ally in raising awareness about hunger in our community. Over the last seven years this eight week holiday food drive has raised more than 1.1 million pounds of food and \$850,000, or the equivalent of more than 3.7 million meals for hungry men, women and children throughout Chicago.

WLS-TV’s partnership in the fight against hunger extends beyond the eight week food drive. During the past three years, for example, WLS-TV featured the Greater Chicago Food Depository on its programs more than 100 times. According to our tallies, the segments drew more than 16 million viewers and equated to more than \$625,000 in advertising value. Each year, the Greater Chicago Food Depository’s executive director appears with WLS-TV’s Tracy Butler for a series of live segments at grocery stores promoting the WLS-TV/ABC 7 Holiday Food Drive. The station also airs dozens of public service announcements promoting the food drive. Other coverage includes

everything from Harry Porterfield's "Someone You Should Know" to appearances on public affairs programs including "NewsViews" and "Chicagoing" to coverage of events and issues that are critical to the hunger response in Cook County.

In addition to coverage, our board of directors currently includes Emily Barr, president and general manager of WLS-TV. Longtime broadcaster Bill Campbell is a former board member of the Greater Chicago Food Depository and remains a strong supporter. Anchor Ron Magers has emceed the Commercial Real Estate Awards, a benefit of the Greater Chicago Food Depository, for nearly 20 years. WLS-TV also has sponsored events including the Hunger Walk. Reporters Kevin Roy and Harry Porterfield have attended the walk as well.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. The Greater Chicago Food Depository is honored to stand alongside WLS-TV in the fight against hunger. In my view, Chicago is already well-served by WLS-TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Kate Maehr, Executive Director

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

March 4, 2008



Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Taylor Tate
Commissioner Robert McDowell
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I recently learned that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that the television and radio stations in the Chicago region are exemplary corporate citizens and do not need additional federal regulation that could detract from their efforts on behalf of our communities.

For years, our residents have relied on our local stations for accurate and detailed emergency and weather information. This information goes far beyond a weather report to include advance warnings of weather emergencies, notifications of evacuation routes, locations of relief stations, and geographically-targeted updates.

Additionally, many organizations – including the Chamber – could not survive without the critical support that our local media partners provide. Top management of several local stations actively serve on the Chicagoland Chamber's board of directors and help sustain this organization. I want to assure you that their role, including both on-air and off-air time – is critical to the community-at-large.

It is because of my first-hand experience with such long-standing partners that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Gerald J. Roper'.

A larger, more formal handwritten signature in cursive script, appearing to read 'Gerald J. Roper'.

Gerald J. Roper
President & CEO

Cc: Michelle Carey
Rick Chessen
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai



SPANISH COALITION FOR JOBS, INC.
2011 W. Pershing Road Chicago, IL 60609
(773) 247-0707 Fax (773) 247-3924

February 15, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” This is a good thing because it holds decision makers at local stations connected and accountable to viewers in our diverse communities. This industry not only disseminates information but is in a powerful position to frame and control what information we get and how it is delivered. Those of us at the local level recognize that the media must be monitored and held accountable to local communities – we do just that. I wanted to be one of the first to tell you that, in my view and in the view of my organization, WLS TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with WLS 7 on any number of public service announcements. The leadership and talent at this station have cultivated valuable community partnerships and their investment in producing quality public service announcements has significantly raised local awareness of the issues on which my organization works so hard. WLS 7 also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

In the recent Illinois primaries, the first woman and Latina, Anita Alvarez, ran for Cook County State Attorney and won! WLS 7 sponsored political debates which provided the candidates exposure and the opportunity to get their message out while allowing viewers to compare all six candidates for this office. We want to see more of these political debates at all stations. WLS 7 was rated the top station covering political events.

As a community based education and social service organization, our students and staff have relied on WLS 7 for accurate and detailed emergency and weather information. This information goes far beyond a weather report to include advance warnings of weather emergencies, notifications of affected travel routes and school closings just to name a few. In the Chicago viewing area this information is very important.

Simply put, The Spanish Coalition for Jobs, (SCJ) could not reach our community with our message and vital information impacting the economic and social status of the burgeoning Latino community. In addition, the fundraising support provided by WLS 7 is responsible for contributing to the success of reaching the goal of our annual budget and help sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that WLS 7 role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

Whatever process the FCC undertakes to assess the question of localism, I hope you will consider the superb work already being done by WLS 7, and that station's continuing commitment to Chicago's Latino community. This station is a wonderful model regarding localism. We are proud of our long-standing partnership with WLS, and ask you to recognize the importance and impact of WLS7's service to our community.

Sincerely,

Mary Gonzalez-Koenig
President & CEO

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 21, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, the American Diabetes Association already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with ABC on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. ABC also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

For example, this includes our Diabetes EXPO, one of ADA’s core events which draws nearly 10,000 people to learn everything about Diabetes management and prevention under one roof. Last year, more than 23 percent of attendees heard about the event through ABC’s PSA efforts.

To put it simply, our organization could not survive without the critical support that ABC provides. American Diabetes Association’s fundraising efforts are responsible for a large share of our annual budget and help sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that ABC’s role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

A handwritten signature in black ink, appearing to read "Nancy Harris". The signature is fluid and cursive, with a horizontal line above the "H".

Nancy Harris
Senior Executive Director, American Diabetes Association

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

Subject: In the Matter of Broadcast Localism (MB Docket No. 04-233) Report on Broadcast Localism and Notice of Proposed Rulemaking

Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate and McDowell:

It is my understanding that the FCC has recently issued a Notice of Proposed Rulemaking on broadcast localism, and I understand the intent of this proposed action is to ensure that local broadcasters, such as ABC 7 in Chicago, vigilantly and appropriately address the needs of our local community. From my point of view, the proposed action would appear unnecessary as all the Chicago stations are proactive in their support to the community.

Specifically, ABC 7 TV gets involved with and promotes more nonprofit organizations and their efforts than any local station. And given the stellar contributions of all local broadcast stations, ABC 7 is a true stand-out!

For the past decade, ABC 7 has been a steadfast supporter of the Mercy Home for Boys & Girls *Shamrock's for Kids* Program, a multimedia/tier program that keenly alerts the public to the plight of children in crisis and invites the public to get involved in a local solution. Through specially produced PSA's and feature segments, the public has referred youth to Mercy Home who need mentors and residential, out-of-home support; volunteers have stepped-up to become mentors and tutors; and the public has joined in by investing their resources to help. This is a very significant program in the city that ABC 7 has helped to nurture and grow.

Over the past several years, ABC 7's general manager has become personally involved in Mercy Home's Leader Council. The Council is a group of professional women dedicated to improving the educational opportunities of the youth who live at the Home. In this capacity, Ms. Barr has marshaled resources not only to reach out to the community for support, but also to personally support several youth in school as she is a member of the Council's President's Circle.

Quite honestly, I was very surprised to hear about the FCC's proposed actions when considering the depth of our local broadcast stations' involvement in supporting vital services and organizations upon which the community depends. Please, contact me directly if I can offer more information about the impact of ABC 7's support on the success of these Mercy Home programs. I can be reached at 312.738.9240.

2/22/2008

Thank you in advance for considering my opinion on this important matter.

Sincerely,

Rev. L. Scott Donahue
President/CEO

Cc: Michelle Casey
Rich Chesson
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai

2/22/2008

February 21, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Taylor Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear FCC Chairman and Commissioners:

When I learned from of your consideration of the above docket, I felt compelled to share with you our firsthand experience as the state's largest and most recognized health charity in this state. The American Cancer Society, Illinois Division, has been a firsthand beneficiary of the benevolence and active engagement of our broadcast outlets, particularly our TV stations, as we fight cancer in this state. As such, we find any additional federal regulation within this area to be unnecessary.

For example, for the past six years, ABC-7, Chicago, has provided about \$500,000 of in-kind services to our organization. Specifically, they have helped establish the American Cancer Society's *Making Strides Against Breast Cancer* walk as a premier event in Chicagoland. As a result, we now generate more than \$1.5 million in our market to support breast cancer awareness, research, education and patient services.

Beyond the public awareness contributions, ABC-7's management team and TV personalities take an active interest in making our event successful. They put "skin in the game," so to speak, by helping us raise money, helping us recruit new corporate sponsors, and appearing at the event to lend credibility to our cause.

Fighting cancer is one of the greatest fears of Americans. In Illinois, it is the #1 health concern by the public. Because of ABC-7 and many stations like them, we're able to do our work better, reach more people, assist more cancer patients, and ultimately save more lives.

We are unclear why additional regulations are necessary and how they might further our mission. As such, I look forward to learning more and following deliberations on this topic. Meantime, know that we are very concerned about addition regulation in this arena, fearful they could erode the strong media partnerships we enjoy in Illinois.

Sincerely,

Steven G. Ford
Vice President of Marketing & Communications
American Cancer Society, Illinois Division

cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 21, 2008

Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

It has come to our attention that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. It is my understanding that this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC 7 in Chicago already serves our community in any number of ways that makes any additional federal regulation unnecessary.

The Gene Siskel Film Center of the School of the Art Institute of Chicago relies on the critical support that ABC 7 Chicago provides throughout the year. ABC 7 Chicago has supported the Gene Siskel Film Center in numerous ways over our 35-year history. As the official host of the Oscar Night America celebration in Chicago, one of our two annual fundraisers, ABC 7 Chicago provides both financial support and technical assistance providing us with a direct feed to their telecast. They also support our black tie gala with an annual sponsorship. These fundraising efforts are essential to the financial health and long-term sustainability of the Gene Siskel Film Center. Moreover, the on-air time devoted to our fundraising campaigns and programming has helped raise community awareness of our programming and assisted in expanding our audience. ABC 7 Chicago's on air talent have generously acted as hosts and Masters of Ceremony for many of the Gene Siskel Film Center's film Festivals and special events. I want to assure you that ABC 7 Chicago's role - including both on-air and off-air time - is critical both to our fundraising efforts and to increasing awareness of our programming and building our audience.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. Our community is well served by ABC 7 Chicago and any national regulation could put at risk or change our already strong and beneficial relationship.

Sincerely,

2/21/2008

Jean de St. Aubin
Executive Director
Gene Siskel Film Center
Of the School of the Art Institute of Chicago

Cc: Michelle Carey Rick Chessn
Rudy Brioché Amy Blankenship
Cristina Pauze Monica Desai

--

Jean de St. Aubin
Executive Director
Gene Siskel Film Center
164 N. State St.
Chicago, IL 60601
p. 312-846-2076
f. 312-332-5859
visit our website to join
our email list
www.siskelfilmcenter.org

... movies are better on the big screen!

February 21, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Taylor Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
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Beyond the public awareness contributions, ABC-7's management team and TV personalities take an active interest in making our event successful. They put "skin in the game," so to speak, by helping us raise money, helping us recruit new corporate sponsors, and appearing at the event to lend credibility to our cause.

Fighting cancer is one of the greatest fears of Americans. In Illinois, it is the #1 health concern by the public. Because of ABC-7 and many stations like them, we're able to do our work better, reach more people, assist more cancer patients, and ultimately save more lives.

We are unclear why additional regulations are necessary and how they might further our mission. As such, I look forward to learning more and following deliberations on this topic. Meantime, know that we are very concerned about addition regulation in this arena, fearful they could erode the strong media partnerships we enjoy in Illinois.

Sincerely,

Steven G. Ford
Vice President of Marketing & Communications
American Cancer Society, Illinois Division

cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



Monday 18th February, 2008

1. Chairman Kevin Martin, with cc: Michelle Carey
kevin.martin@fcc.gov & michelle.carey@fcc.gov
2. Commissioner Michael Copps, with cc: Rick Chessen
michael.copps@fcc.gov & rchessen@fcc.gov
3. Commissioner Jonathan Adelstein, with cc: Rudy Brioché
jonathan.adelstein@fcc.gov & rudy.brioché@fcc.gov
4. Commissioner Deborah Taylor Tate, with cc: Amy Blankenship
deborah.tate@fcc.gov & amy.blankenship@fcc.gov
5. Commissioner Robert McDowell, with cc: Cristina Pauze
robert.mcdowell@fcc.gov & cristina.pauze@fcc.gov

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC 7 Chicago already serves our community in any number of ways that makes any additional federal regulation unnecessary.

To put it simply, our organization could not survive without the critical support that ABC 7 Chicago provides. ABC 7 Chicago’s fundraising drives are responsible for a large share of our annual budget and help sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that ABC 7 Chicago’s role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our

message out to the community-at-large. ABC 7 Chicago has for several years, sponsored the Chicago Chinatown Chamber of Commerce's Annual Gala (since 2004) and Lunar New Year Celebration Luncheon (since 2005).

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC 7 Chicago and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Susan Ng-Harroun, Executive Director

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



BUILDING BETTER LIVES

February 18, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

Voices for Illinois Children, a non-profit child policy and advocacy organization, relies on the generous support of foundations, individuals and organizations—like WLS-TV ABC 7—to help us advocate for children and families and spread our message to Illinois communities.

We have worked with WLS-TV for many years on a number of public service announcements. For example, WLS-TV has been a strong supporter of our fundraiser, the Wrigley Start Early Run, held every spring in Chicago. Over the run's 10-year history, the station has donated its services, producing and airing public service announcements prior to the event. In doing so, WLS-TV helped to raise awareness for the run and for the issues on which Voices for Illinois Children works so hard.

Additionally, Rob Johnson, a former on-air reporter for WLS-TV, has served in two roles for the Start Early Run—emcee and runner. After welcoming participants, Rob would jump off the stage and run the race himself. It is this enthusiasm and dedication from WLS-TV and its staff that is critical to our fundraising efforts and to distributing our message to the community.

In my view, the Chicago community is well-served by WLS-TV and greater specificity would constrain the generosity and community engagement that WLS-TV already demonstrates.

Sincerely,

Jerome Stermer
President, Voices for Illinois Children

Cc: Michelle Carey
Rick Chessen
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai



25 East Washington, Suite 703, Chicago, Illinois 60602 Ph: (312) 863-6340 Fax: (312)863-6341 Website: www.mikvachallenge.org

February 12, 2008

Commissioner Michael Copps
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Commissioner Copps:

I noted with great interest that the FCC recently issued a "Notice of Proposed Rulemaking on broadcast localism." From what I understand, this FCC proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I want to be one of the first to inform you that, in my view and in the view of my organization, ABC7Chicago has been providing exceptional local coverage of news and events happening in the Chicagoland community for more years than I can remember. As the Executive Director of a local, not-for-profit organization in Chicago called the Mikva Challenge that works to develop youth civic leaders and active citizens. I find that ABC7Chicago has been consistently providing local community news and services that go beyond just providing ordinary news coverage. On many occasions, I have had the opportunity to personally witness not only news coverage about a particular event, but actual members of ABC7Chicago's news team attending and/or taking part in local charity events, walk-a-thons and cultural events covering the many diverse communities of Chicago. I applaud the ABC7Chicago's management team for making such a hands-on and committed effort to outreach in all of Chicago's communities.

In our case, we have worked with ABC7Chicago on a number of important specials designed to educate the community on important neighborhood and local school issues. Two years ago, ABC7Chicago traveled to Mississippi with our youth leaders to explore and commemorate the life and death of Emmett Till. This was an expensive undertaking for ABC7Chicago, and one in which they were truly devoted to covering through the voices of youth. Through this coverage, Chicago area audiences learned about this very important part of our country's Civil Rights Movement and heard the voices of Chicago youth as they explored this historical lesson.

On several other occasions, Mikva Challenge has worked with ABC7Chicago on local debates for candidates of various offices. The station is excellent at involving community partners in the process and bringing young people into the debate process. In addition, ABC7Chicago has covered important youth issues, including a 30 minute, high profile exploration of youth violence in Chicago. In my estimation, ABC7Chicago is the best station in Chicago for covering the voices of youth and getting out in the community to cover the news which, in turn, helps inform Chicagoans to act as intelligent citizens.

Mikva Challenge is grateful for the commitment and focus that ABC7Chicago has placed on youth and community issues. We would like to lend our vocal support to their work. If you should need any further testament to their work in the local community, please do not hesitate to contact me. I can be reached at (312) 863-6340. Thank you.

Sincerely,

Brian Brady

Brian Brady
Executive Director

cc: Rick Chessen

February 21, 2008

Commissioner Michael Copps
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Commissioner Copps:

I have recently been made aware of the FCC's Notice of Proposed Rulemaking on broadcast localism. It is my understanding that this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." In my view and in the view of my organization, WLS-TV already serves the Chicago community in any number of ways that makes any additional federal regulation unnecessary.

The Partnership for a Drug-Free America has worked with WLS-TV for more nearly 20 years. During this time they have been one of our strongest supporters in the Chicago market. They consistently air Partnership public service announcements that have raised awareness of the drug issue throughout their viewing area. WLS-TV also has produced and aired stories as part of their coverage of local and community news that have raised the profile of the issues on which my organization is focused. The station regularly provides opportunities to address substance abuse issues on their "Chicagoing" public affairs program. Additionally, WLS-TV is one of the strongest supporters of the efforts of our Illinois affiliate, Prevention First, to make an impact on the lives of the moms, dads, teens and kids in the Chicago market.

Simply stated, the Partnership for a Drug-Free America would not have as great an impact without the station's support provided. WLS-TV's role – including both on-air and off-air time – is critical to getting our message out to the community-at-large.

In my view, the Chicago community is well-served by WLS-TV. I believe that national regulation would not create or enhance the kind of great local partnership that we already enjoy.

Truly yours,

Stephen J. Pasierb
President and CEO
Partnership for a Drug-Free America

cc: Rick Chessen



Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC7 already serves our community in any number of ways that makes any additional federal regulation unnecessary.

I am writing to let you know what a strong contributor ABC7 Chicago has been to our not-for-profit organization, the Chicago Sinfonietta. The Chicago Sinfonietta has been the nation’s most diverse orchestra for the past 21 years. We exist to provide people of color an opportunity to play in a professional orchestra, and we utilize our organization and orchestra to conduct numerous community outreach efforts in a number of Chicago public schools. The arts, and specifically music in public schools, have been severely cut due to budget restraints.

I have been on the board of the Chicago Sinfonietta for the past 5 years as the chairman of the marketing committee. ABC 7 has been one of our strongest supporters airing a significant number of free promotion spots for the orchestra since I have been involved with the Chicago Sinfonietta. We have a very small marketing budget and can not afford to buy airtime so ABC 7’s support has been critical to us. Numerous members of our audience in surveys site ABC 7 in how they heard about us.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC7 and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Dean Nelson
Manager Procter & Gamble

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

It has been brought to my attention that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. As this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities,” I must state, that, in my view and in the view of my organization, The South Side Friends of the Chicago Sinfonietta, ABC 7 already serves our community in important and well-received ways that make any additional federal regulation unnecessary.

We have worked with ABC 7 on any number of public service announcements that have significantly raised local awareness of the musical enrichment and educational values of the Chicago Sinfonietta. The South Side Friends and the organization of the Sinfonietta have worked diligently to reach out to our inner-city community, especially the youth. Without the already stellar help of ABC 7, our efforts would, in no way, be as grand and effective as they have been in the past and to-date. The public service announcements aired by ABC 7 have stirred much interest and conversation about our artistic offerings and they have contributed greatly to the growth of our youth audience and of their parents and guardians.

It is because of our first-hand experience with such a long-standing partnership that we are curious as to why the FCC deems it necessary to issue additional regulations. I personally feel that our community already is proudly served by ABC 7 and that no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Joyce Norman,
10-year member of
The South Side Friends of the Chicago
Sinfonietta

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 18, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC-7 in Chicago already serves our community in any number of ways that makes any additional federal regulation unnecessary.

I can’t say enough good things about ABC-7. In fact, if you inquired within the Chicago metropolitan area regarding any media outlet or corporation that is a good community partner, the name of ABC-7 will be immediately cited. I am the President of the National Museum of Mexican Art in Chicago and we have worked with ABC-7 Chicago for over 20 years. They are extremely involved in the community. They air countless of public service announcements, feature community organizations on their newscast and programs, they attend community meetings and events, and their employees volunteer with community groups (one of their staff members is currently on our board). ABC-7 should be used as a national model as to how a television station should work with their community. The word partnership is often overused in our field, but with ABC-7, partnership is the perfect way to describe how ABC-7 interacts with community groups.

If you are in need of any more information, please don’t hesitate to call me at 312.738.1503 or by email carlos@nationalmuseumofmexicanart.org

Sinceramente,

Carlos Tortolero
President
National Museum of Mexican Art

Cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 21, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, the American Diabetes Association already serves our community in any number of ways that makes any additional federal regulation unnecessary.

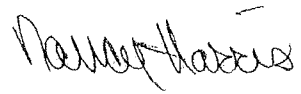
We have worked with ABC on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. ABC also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works.

For example, this includes our Diabetes EXPO, one of ADA’s core events which draws nearly 10,000 people to learn everything about Diabetes management and prevention under one roof. Last year, more than 23 percent of attendees heard about the event through ABC’s PSA efforts.

To put it simply, our organization could not survive without the critical support that ABC provides. American Diabetes Association’s fundraising efforts are responsible for a large share of our annual budget and help sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that ABC’s role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by ABC and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

A handwritten signature in black ink, appearing to read "Nancy Harris". The signature is fluid and cursive, with a horizontal line above the first few letters.

Nancy Harris
Senior Executive Director, American Diabetes Association

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

February 21, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

It is important for you to know how much the March of Dimes values its long-standing relationship with ABC7 Chicago. ABC7 has truly demonstrated its commitment to serving the needs of our organization, and has done so for many years.

The Illinois Chapter of the March of Dimes does not have a budget to pay for advertising, so we count on the support of ABC7 to assist us as we try to educate the public on the importance of baby health, premature birth and infant mortality.

Public Service Announcements Personally Recorded by Anchors (November)

Every year for Prematurity Awareness Month (November), ABC7 produces a public service announcement to raise awareness on our behalf, and runs it everyday at least once a day. The station uses a top anchorperson to broadcast our message and educate the public of our mission to save babies' lives. We appreciate the fact that the anchor willingly gives of his/her time to record this personalized message to support our efforts, **and** that the studio produces and airs this segment at no cost to us.

Meteorologist Chairs Yearly Event (April)

Every year for at least 20 years, ABC7 meteorologist Jerry Taft volunteers his time to lead our Sunshine Rally each April. The Sunshine Rally is a gathering of local meteorologists who predict the weather in advance of our largest fundraiser, March for Babies (formerly WalkAmerica). Mr. Taft reaches out to the other local weather forecasters and invites them to join him as he supports us for a day of fun. Without Mr. Taft's ownership of the event and his personal request, we would not be able to convince the other forecasters to spend the day with us. Due to the respect that he has earned in the industry, we are usually overwhelmed with the large number of personalities who come out to support us.

On-Air Live Cooking Segment (November)

Each year we host a Signature Chefs Auction where we honor 30 of the finest chefs in Chicago at a black-tie event. ABC7 has allowed us the opportunity of a live on-air segment featuring one of the honored chefs cooking in the ABC kitchen every year! The segment airs on one of the

highest rated morning shows, usually 5 – 7 days before the event. We reach thousands of viewers that we otherwise would not be able to reach with information about our event and how to purchase tickets. The live interview certainly generates excitement about the event, and grants the March of Dimes the sort of exposure we desire to make the event a success.

Behind the Scenes Support

The March of Dimes has a healthy working relationship with several members of the ABC7 Team, even those behind the scenes such as producers, assignment editors, creative services staff and others who we can call on a regular basis for assistance and exposure.

In addition to the support mentioned above, ABC7 continues to support us by covering other special events throughout the year. In the past ABC7 has covered:

- March for Babies, formerly known as WalkAmerica
- “Dancing for Our Preemies”
- Ray Meyer 3-on-3 Basketball Tournament
- Faces of Our Success Awards Luncheon

In 2007, Linda Yu, ABC7 anchor was honored by the March of Dimes at the Faces of Our Success Luncheon. This event promotes diversity and seeks to recognize the contributions made by the honorees to their communities. A camera crew captured the event and featured it on a later broadcast.

In closing, ABC7 continues to show its commitment to the March of Dimes, and has for many years. Of all the local networks that we have relationships with, ABC7 by far, outweighs the others with its support. The support that ABC7 provides to the March of Dimes is invaluable. We look forward to a continued relationship with ABC7. Our community is very well served by ABC7, and no national regulation could create the kind of phenomenal local partnership that we already enjoy.

Sincerely,

Jeri Bingham
State Director of Communications & Marketing
March of Dimes
Greater Illinois Chapter

.....

Jeri Bingham
State Director of Communications & Marketing

March of Dimes
111 W. Jackson
Chicago, Illinois 60604
Telephone (312) 596-4731
Fax (312) 435-0966

March of Dimes is the champion for babies.

marchofdimes.com/illinois

February 21, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Taylor Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear FCC Chairman and Commissioners:

When I learned from of your consideration of the above docket, I felt compelled to share with you our firsthand experience as the state's largest and most recognized health charity in this state. The American Cancer Society, Illinois Division, has been a firsthand beneficiary of the benevolence and active engagement of our broadcast outlets, particularly our TV stations, as we fight cancer in this state. As such, we find any additional federal regulation within this area to be unnecessary.

For example, for the past six years, ABC-7, Chicago, has provided about \$500,000 of in-kind services to our organization. Specifically, they have helped establish the American Cancer Society's *Making Strides Against Breast Cancer* walk as a premier event in Chicagoland. As a result, we now generate more than \$1.5 million in our market to support breast cancer awareness, research, education and patient services.

Beyond the public awareness contributions, ABC-7's management team and TV personalities take an active interest in making our event successful. They put "skin in the game," so to speak, by helping us raise money, helping us recruit new corporate sponsors, and appearing at the event to lend credibility to our cause.

Fighting cancer is one of the greatest fears of Americans. In Illinois, it is the #1 health concern by the public. Because of ABC-7 and many stations like them, we're able to do our work better, reach more people, assist more cancer patients, and ultimately save more lives.

We are unclear why additional regulations are necessary and how they might further our mission. As such, I look forward to learning more and following deliberations on this topic. Meantime, know that we are very concerned about addition regulation in this arena, fearful they could erode the strong media partnerships we enjoy in Illinois.

Sincerely,

Steven G. Ford
Vice President of Marketing & Communications
American Cancer Society, Illinois Division

cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



"Leveraging national and local athletes, celebrities, and corporate leaders to educate youth to make healthy life decisions."

AAD's mission

InSigh
www.insightonyouth.org

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**Some of our
Members Include:**

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Karch Kirby
Bob Love
Ed Marinaro

January 22, 2008

Emily Barr
President/General Manager
ABC7 Chicago
190 North State St.
Chicago, IL 60601

Dear Emily:

Thank you for your generous donation of \$500 to our organization.

AAD's mission is "leveraging national and local athletes, celebrities, and corporate leaders to educate youth to make healthy life decisions". Our vision is to "help youth develop life skills for economic opportunities that will change their lives".

We are happy to keep donors informed of AAD's upcoming events, youth programs and special projects through correspondence.

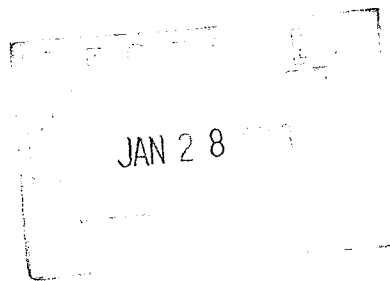
Once again, thank you for your contribution and we are very grateful to have an advocate such as yourself to help promote a drug-free lifestyle among our youth.

Sincerely,

Stedman Graham
Founder

Enclosure

Thank You!



PF
Richard

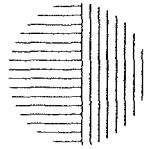
**Some of our
Members Include:**

Jaime Navarro
Curly Neal
Calvin Peete
David Robinson
Gale Sayers
Dickey Simpkins
Ozzie Smith
Sheryl Swoopes
Debi Thomas
Istah Thomas
Pat Verbeek
Herschel Walker
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Jared Anderson
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Katelyn Vara
Kelsey Lynch
Kristine Lambracht
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Todd DeFrancesco
Tommy McCabe, Jr.
Tyler Lacertosa
Will Mauch

455 N. CITYFRONT PLAZA DRIVE ♦ SUITE 1580 ♦ CHICAGO, IL 60611
312-321-3400 ♦ 312-222-9842 FAX ♦ WEB: WWW.JOINAAD.ORG
Stedman Graham, Founder



**FACING
HISTORY
AND
OURSELVES**

FF
Kendall

January 28, 2008

JAN 31

Ms. Emily Barr
ABC 7 Chicago
190 N. State Street
Chicago, IL 60601

Dear Emily:

Chicago Advisory Board

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Cindy Moelis
Jo Ann Nathan
Stuart Nathan
Michelle Obama
Kathy Richland Pick
James Rondeau
Charlie Rose
Michael J. Sacks
Suzanne Saposnik
Carole Segal
Gordon Segal
Michele Smith
Bryan Traubert
Judy Wise

Bonnie Oberman
Chicago Director

On behalf of Facing History and Ourselves and the 2008 Benefit co-chairs Lester Coney and Paul Meister, we thank ABC 7 Chicago for your generous gift of \$2,000, received from Disney Worldwide Services, Inc. Your support is critical in helping our teachers encourage the skills, promote the values, and foster the ideals their students need to sustain a democratic society.

The need to develop ethical values, beliefs and attitudes in key places at home and around the world has never been greater. Education should promote and sustain these values, which are essential to preserving civil society. Schools can be the catalyst for creating empathy and a global perspective or the breeding ground for terrorism and aggression.

It is imperative that we turn to education to significantly reduce ethnic and religious intolerance, combat antisemitism and extremism and to prevent violence. Facing History and Ourselves is a world leader in educating young people, through knowledge of the history of the Holocaust and other genocides, to make informed and compassionate moral choices. There is the utmost urgency to greatly expand, deepen and secure the work of Facing History to build a safer, saner world.

Since the Chicago office opened in 1990, we have trained over 2,200 teachers and administrators, helping them develop strategies for student-centered, participatory classrooms. We reach 220,000 students every year. In addition, our comprehensive website averages 2.2 million hits and 35,000 visitors each month.

Your gift helps to offer teachers and students a global, historical perspective that is more critical than ever. Thank you again for your support.

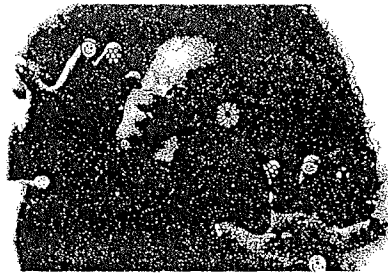
Sincerely,

Bonnie Oberman

Thanks so much!

Bonnie Oberman
Director, Chicago Region

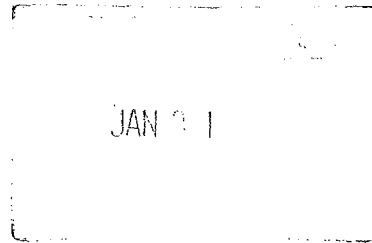
Facing History and Ourselves is a 501 C 3 organization. The tax ID # for Facing History is 04-2761636. Goods or services are provided in exchange for this gift valued at \$125 per person attending the benefit dinner.



Official Gift Receipt

January 29, 2008

ABC 7 Chicago
190 North State Street
Chicago, IL 60601



pf
Richard

Dear ABC 7 Chicago:

Through your recent gift to Children's Memorial Hospital, you have truly made a difference. You have made a difference in the life of a child who desperately needs care. You have made a difference in the lives of family members who are trying to understand and cope with the illness of their child. You have made a difference in the lives of the doctors and staff that are in need of funding to continue their tremendous work. You have made a difference in the lives of the investigators of the Children's Memorial Research Center that will enable them to continue to use the power of science to help save the lives of children. The hospital depends on generous donors like you to provide care, hope and healing to over 103,000 children every year. On behalf of the children, the families and the staff of Children's Memorial Hospital and Children's Memorial Research Center; thank you.

This acknowledgment is intended to satisfy your tax filing needs for the gift described below:

Date of Gift: 1/18/2008
Amount: \$9,000.00 - 2008 First Look for Charity
Purpose: Children's Memorial Hospital Fund

The tax deductible portion of your gift is \$7,320.00. Please contact me at 773-880-6389 if you have any questions.

Thank you so much again for your generous donation.

Sincerely,

Mary Pelican

Mary Pelican
Director of Finance, Foundation
2300 Children's Plaza, Box 4
Chicago, IL 60614-3394



City of Chicago
Richard M. Daley, Mayor

Commission on Human Relations

Clarence N. Wood
Chairman/Commissioner

3rd Floor
740 North Sedgwick Street
Chicago, Illinois 60610
(312) 744-4111
(312) 744-1081 (FAX)
(312) 744-1088 (TTY)

<http://www.cityofchicago.org>

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Edwin B. Silverman, PhD
Jose Velgara
Bernarda Wong

February 8, 2008

Emily Barr
General Manager
ABC 7 Chicago
190 N. State Street
Chicago, IL 60601

FEB 12

Dear Ms. Barr:

On behalf of the Chicago Commission on Human Relations, we would like to extend our sincere appreciation to ABC 7 Chicago for your support of the Commission on Human Relations 61st Annual Awards Luncheon.

The overwhelming response to the event exceeded our expectations and the feedback we have received has been extremely positive. We are already looking forward to next year's program.

We realize the event would not have been a success without the support of our generous and thoughtful sponsors. For this, we thank you.

We look forward to working with you again next year. Please mark your calendar for January 29, 2009 for next year's luncheon.

Also, for tax purposes please note, your contribution for the program was handled through our 501C(3) organization, the *Human Relations Development Corporation*, FEIN 48-1270881.

Once again thank you for your support.

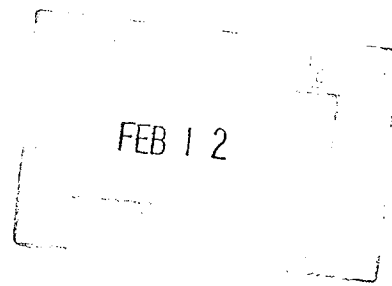
Sincerely,

Kenneth Gunn
First Deputy Commissioner





THE LEAGUE
OF WOMEN VOTERS
OF ILLINOIS
EDUCATION FUND



FF
Richard

ABC7
Attn: Emily Barr
190 N. State Street
Chicago, Illinois 60601

February, 2008

Dear Emily:

On behalf of the League of Women Voters of Illinois, thank you for your support of the 2008 *State of the State* Luncheon through ABC7's attendance at the \$1,500 Patron Sponsor level.

Your financial support means so much to the League's Education Fund. With your help, the League can continue its mission to ensure that governmental systems are responsive and effective, and to promote citizens' active involvement in our democracy through a variety of educational programs and activities. Thank you for your generous support of that mission and our work.

Having leaders in the business community associated with this luncheon made all the difference, and we were honored that ABC7 was our Patron Sponsor. Thanks so much for contributing to the *State of the State*, we truly value your support.

Sincerely,

Paula Lawson

Paula Lawson
President, LWVIL

*Emily,
ABC7 continued support of
the League is greatly appreciated.
The coverage we received on the
evening news was viewed by
many people and also very
appreciated.
Paula*

The League of Women Voters of Illinois Education Fund is a 501 (c) (3) charitable trust. Donations to the State of the State Luncheon are tax deductible to the extent allowable by law. The total value of the meals provided in return for your donation is \$350.00.

FEB 20

The Retired Enlisted Association (TREA)

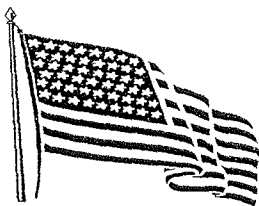
Chapter 90 "Ageless Warriors"

Army * Marine Corps * Navy * Air Force * Coast Guard * Reserve * National Guard

PF
Rehman

February 14, 2008

WLS-TV
General Manager
190 North State Street
Chicago, IL 60601



TREA 90
Presents

Fun4Funds2008

Re: Donation Check

Encl: Receipt for Check #006055742

To Whom It May Concern,

Thank you very much for your donation towards our **Fun4Funds2008** campaign. Everyone at both organizations, the **Illinois Military Family Relief Fund** and **TREA Chapter 90**, deeply appreciate it.

A copy of this receipt is being sent to Disney Worldwide Services...

If there is anything we, a Military Organization made up of Retired Enlistees, can do for you, please do not hesitate to ask...

Thanks for remembering our Military, both Current and Past, during this time of increased uncertainty...

United We Still Stand...

Very Respectfully,

This Hole
Sponsored by
ABC-7
Chicago's
WLS-TV

Sign Not to Scale...

Dale E. Anderson

Dale E. Anderson
HMCS(SW), USN, Retired
Secretary, TREA 90
708-346-0763
Email: AgelessAndy@comcast.net
Illinois Tax Exempt Code: 36-4245669

Copy to:
Disney Worldwide Services, INC
President/CFO
Lake Buena Vista, FL
32830

RECEIPT

DATE	FEBRUARY 14, 2008	No.	774469
FROM	WLS - ABC Channel 7	\$	100
ONE Hundred and 00/100		DOLLARS	
DONATION TO Fun4Funds2008			
TREA 90 IL TAX CODE: 36-4245669			
Check # 006055742			
ACCT.		<input type="radio"/> CASH	
PAID		<input checked="" type="radio"/> CHECK	
DUE		<input type="radio"/> MONEY ORDER	
		BY	Dale E. Anderson

THE ART INSTITUTE OF CHICAGO

PF
Richard

111 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60603-6404 • TELEPHONE: 312-443-3600 • FAX: 312-443-0849

February 15, 2008

Ms. Emily Barr
ABC 7 Chicago
190 North State Street
Chicago, Illinois 60601

FEB 21 2008

Dear Ms. Barr:

On behalf of The Art Institute of Chicago, I wish to thank you for the generous gift of \$6,000 to the Art Institute of Chicago. At your request, this contribution has been allocated to sponsor *A Royal Gala*, the Leadership Advisory Committee's opening gala of the exhibition *Benin-Kings and Rituals: Court Arts of Nigeria*.

The Leadership Advisory Committee serves as a catalyst within the museum's broader community by promoting the appreciation and understanding for African American culture in the visual arts.

A Royal Gala is the opening event for an exciting exhibition that will feature over 220 works spanning four centuries of art from the Benin Kingdom of Nigeria. The Art Institute of Chicago will be the only U.S. venue for this internationally curated exhibition, which will have been seen in Vienna, Paris and Berlin, prior to coming to our wonderful museum. The exhibition will bring international attention and new perspectives to Benin art.

Support for opening events is an invaluable resource at the Art Institute. Contributing to

FEB 21

the chicago Network

committed to the advancement of women

February 18, 2008

Emily Barr
President & General Manager
ABC 7 Chicago
190 N. State Street
Chicago, IL 60601

pf
Richard

Dear Emily:

Thank you for your reservation for the 19th annual *Women in the Forefront Luncheon*. As you know, the luncheon will take place on Thursday, April 10th, at the Hilton Chicago, with a reception beginning at 11:30 am. We appreciate your continued support and are delighted that you will join us this year to hear keynote speaker, **Edie Weiner**, President of Weiner, Edrich, Brown, Inc.

We want to acknowledge the generosity of our 2008 WIFL Platinum Sponsor: **Allstate**, and our Gold Sponsors: Abbott, Alberto-Culver, AT & T, Blue Cross Blue Shield of Illinois, Deloitte & Touche USA LLP, Ernst & Young, Exelon Corporation, Harris, Huron Consulting, Illinois Tool Works, KPMG LLP, Peoples Energy, Perkins+Will | Eva Maddox Branded Environments and Sara Lee Corporation. Their support is vital to the on-going success of The Chicago Network.

Please review the status of your reservation as listed below. A form for submitting the names of your guests will be sent in a separate email. All guest names are due by March 22nd. If you have any questions about your reservation, please do not hesitate to call or email me at the contact information listed below.

Sincerely,

Amy

Amy Osler
Executive Director
The Chicago Network
773-324-0202
773-822-1825 (fax)
tcnassistant@ameritech.net

Reservation Status

Number of Tables/Seats Purchased:	1 Table(s)/10 Seats
Total Table(s) Cost:	\$ 2,500.00
Amount Paid to Date:	\$ 2,500.00
Balance Due:	\$ 0.00

Please send any balance due to:
The Chicago Network
5734 South Kimbark Avenue
Chicago, Illinois 60637

The Chicago Network is a 501c7 organization. Payment is not deductible as a charitable contribution for income tax purposes, but may be deductible as a business expense.

PP
Richard

REVEREND SCOTT DONAHUE

February 26, 2008

Dear Emily,

Thank you and God bless you and ABC 7 for lending your invaluable support to Mercy Home's Leader Council. Your Cum Laude Sponsorship at \$3,000.00 is a powerful show of support for Mercy's education efforts and a crucial component in bringing our 2008 Graduates' Luncheon together. If such a considerable—and enthusiastically delivered—gift is any indication of the success awaiting us, then it looks like we will be seeing the same kind of remarkable growth that we've been blessed with since the event's inception in 2002!

As you know, and no doubt appreciate, the true beneficiaries of your support and this event are the children of Mercy Home. Truly, the funds raised here provide for the seed of possibility that will find home in the hearts and minds of our young people—and bloom in their accomplishments. Your support of the Leader Council and its Graduates' Luncheon provides our Mercy Home with the means necessary to enhance onsite educational resources (like *The Academy*), secure greater scholarships to grammar schools, high schools and universities, and to raise the profile of our mission in local academic and business communities.

Emily, I hope you are as excited about gathering with our kids and Leader Council members, on May 20 for the Luncheon, as I am. Appropriate to the achievements we'll be recognizing—and in celebration of the educational and vocational ladders we continue to erect—we will focus on those most deserving of a spotlight — these amazing young scholars. I know they look forward to speaking to the room to share their gratitude for all they've been able to achieve because of the support of friends like you. If you should have any questions about your sponsorship, you can reach my assistant, Holly Allen, at 312/738/8332 or holall@mercyhome.org. May God bless you with a happy, healthy and prosperous spring!

Blessings,

Rev. Scott

Rev. L. Scott Donahue

P.S. \$45.00 from each ticket is for goods and services. The remainder is then tax deductible. For your Cum Laude Sponsorship, \$2,550.00 can be claimed for tax purposes.

SINCE 1887



MERCY
HOME
FOR BOYS & GIRLS

1140 W. Jackson Boulevard • Chicago, IL 60607 • 312/738-7580 • FAX 312/738-9250

PF
Richard

WHOLE CHILD.
WHOLE COMMUNITY.

April 14, 2008

Ms. Bonnie Ashford
ABC-7 Chicago
190 North State Street
Chicago IL 60601

Dear Ms. Bonnie Ashford:

On behalf of the parents, faculty, and students of the University of Chicago Laboratory Schools, thank you so much for your donation to our *Connections 2008* silent auction. A record 850 guests attended the event this year, which raised over \$500,000 to support the education and development of the "whole child." This year's auction was our most successful ever, raising more than \$70,000!

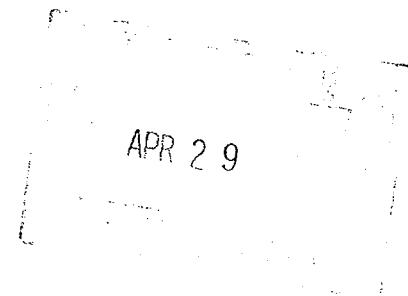
Your generosity goes a long way to ensuring that Lab continues to be at the forefront of education in the twenty-first century and we are most grateful for your participation.

On behalf of our entire auction committee, thank you again for supporting *Connections* this year.

Very truly yours,

Ginny Clausen
Connections Auction Co-Chair

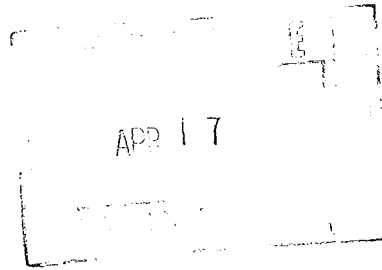
Kim Neely du Buclet, '83
Connections Auction Co-Chair



f.f. Richard

April 11, 2008

Emily Barr
ABC 7
190 N. State St.
Chicago, IL 60601



Dear Emily,

On behalf of World Wildlife Fund and the entire Earth Hour team, we wanted to take a moment to thank you for your support of Earth Hour 2008 in Chicago. Your partnership really helped to spread the word about Earth Hour and ensured that Chicago's event was one of the largest in the world.

More than 200 downtown buildings, more than 1,600 businesses and tens of thousands of residents across the region signed-up to participate. Many of them learned about Earth Hour through the wonderful media attention you gave the campaign.

The repeated attention you gave to Earth Hour in the week leading up to it was especially helpful. From promoting Earth Hour on your Web site to running the PSA, from putting the Earth Hour message on the ABC 7 obelisk to the great segments produced by Sylvia Jones, Earth Hour was everywhere on ABC 7 those last 5 days before the event.

Earth Hour Chicago produced another incredible result: electricity savings of 7% for the hour, the carbon emissions equivalent of taking more than 1 million cars off the road.

Events such as Earth Hour send a very strong message about Chicago's willingness to address climate change and the power of collective action.

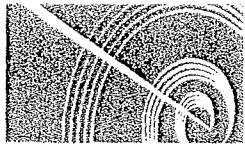
Thank you again for your generous support. We look forward to working with you again in the future.

Sincerely,

Marcy

Emily - Thank you again for
your support. I really
appreciate all you did.
Best, Marci

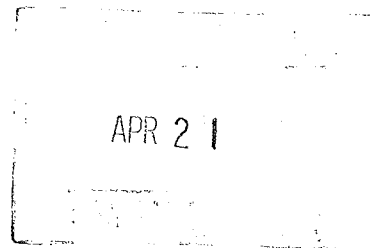
Jennifer Hutchison
Thanks to you +
your team for all
the assistance in
promoting Earth
Hour!



ANNUAL

Chicago Sinfonietta

Ball



2008 Ball
Celebration Committee
Co-Chairs

Ms. Gail D. Dugas

Mr. John Mathias
Jenner & Block

Immediate Past Chairs

Ms. Tara Dowd Gurber
BlueCross BlueShield of Illinois

Mrs. Audrey Tuggle

Corporate Committee

Ms. Courtney Jones
Jenner & Block

Ms. Carole Miller Wood
Chicago Board of Education

Cheri Chappelle
Illinois Tool Works

Chicago Sinfonietta Officers

Almarie Wagner
CHAIR

Michelle L. Collins
IMMEDIATE PAST CHAIR

Ann Barlow-Johnston
VICE PRESIDENT

Dean Nelson
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Procter & Gamble

Stephanie Springs
VICE PRESIDENT
Make A Wish Foundation

Eileen Chin
SECRETARY
R.M. Chin & Associates

Fernando Yépez
TREASURER
PriceWaterhouseCoopers

Paul Freeman, Ph.D.
Founding Music Director

Jim Hirsch
Executive Director

April 17, 2008

Ms. Emily Barr
ABC 7
190 N. State
Chicago, IL 60601

Dear Ms. Barr:

On behalf of everyone with the Chicago Sinfonietta, I am indeed delighted to extend our sincerest gratitude for your table purchase of \$5,000.00 to support the Chicago Sinfonietta's Annual ball.

Your support is integral in allowing the organization to further its mission of serving as a national model for inclusiveness and innovation in classical music. We appreciate your commitment to our organization and hope that the upcoming 2008-2009 season will be even more successful than the last.

The Chicago Sinfonietta is truly a unique institution and represents an inspiring success story for Chicago. That success is created through the assistance of friends like you who have the vision, commitment, and resolve to ensure that the Sinfonietta continues to grow and develop.

Your generous gift will help the Chicago Sinfonietta continue to inspire Chicago for many seasons to come. Thank you again for your support.

Sincerely,

Jim Hirsch
Executive Director

Your check # 6019019 in the amount of \$5,000.00 was received on 1/11/2008.

The amount of goods/services you received was \$1,000.00.

Therefore, the amount of your tax deductible donation is \$4,000.00.

70 EAST LAKE STREET SUITE 226 CHICAGO, IL 60601
p312 236 3681 f312 236 5429
chicagosinfonietta.org



Girl Scouts
222 S. Riverside Plaza, Suite 2120
Chicago, IL 60606
Phone: 312-416-2500
Fax: 312-525-9973
E-mail: info@girlscoutsgcnwi.org

April 14, 2008

Ms. Emily L. Barr
President and General Manager
ABC 7 Chicago
190 North State Street
Chicago, IL 60601

APR 15

Dear Emily:

On behalf of over 12,000 Girl Scouts in Chicago, thank you for your support of Girl Scouts of Chicago's annual *Tribute to Achievement* awards dinner held on March 5, 2008. It was such a pleasure to see the room filled with so many familiar and new faces, each there to demonstrate support for Girl Scouting and to pay tribute to our honorees, Ellen Costello and Baxter International Inc.

Your contribution of \$3,000 ensures that girls in Chicago have the opportunity to participate in the many after-school, camping and weekend programs Girl Scouting offers. Your support gives one more girl the opportunity to learn how to develop a business plan, participate in a mock trial or attend a science-themed overnight camp.

We welcome the opportunity for you to become more involved with Girl Scouts of Chicago as we realize our mission of building girls of confidence, courage and character who make the world a better place. If this was your first introduction to our organization, we would like to invite you to get to know us a little better. There are many informal opportunities to discover how we impact girls' lives that are designed to work around your busy schedule. If you are familiar with us, and you've been looking for an opportunity to increase your personal or corporate involvement, we have many suggestions for that as well.

For more information, please contact Anita Knazze, Associate Director of Advancement, at 312-416-2500 ext. 210 or aknazze@girlscouts-chicago.org.

Sincerely,

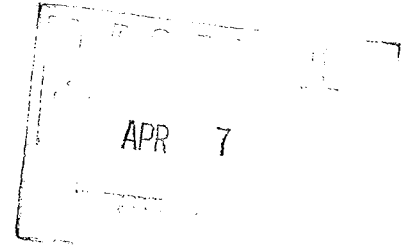
Barbara Vroman
Chief Executive Officer

P.S. For your tax purposes, contributions to the *Tribute to Achievement* are deductible less \$85.00 direct cost per ticket used and less \$90.00 per camp scholarship contributed if an American Girl Doll was received. This letter should be used as the receipt for your donation.



women of achievement

Rebecca



78 Event Co-Chairs:
Anne Tuck
Francesca Tuck
Ellen Russell, ADL

April 2, 2008

Past Honorees:

Joan Allard
Mona Anselmi
Mona Anselmi
Alma Marie Biery
Leslie Blum
Carol B. S. Brown
Deborah A. Butler
Donna Butler
Linda Butler
Gloria P. Cohen
Mona Costello
Adela Capella
Dolores E. Cross
Deborah E. Dantona
Leticia Peraltanegra
Sandra Berman Epstein
Brenda J. Gaines
Sharon Gist Gilman
Sue Ling Giv
Judith Anne Gold
Sandra Guthman
Theresa Gutierrez
Roberta W. Gutman
Kathy Hopinkah Hagan
Linda Chaplik Harris
Carrie J. Highman
Valerie Jarrett
Arlis Krauskopf
Frederic S. Kramer
Leslie H. Krasnow
Ann LaVelle
Mary Rose Loney
Lynn Martin
Ellen Rozelle McCee
Cynde Hirschlick Munzer
Diane Offenberg
Virginia Ojeda
Faye T. Pantazelos
Sheila A. Penrose
Hedy M. Rainer
Linda Johnson Rice
Desiree Clapton Rogers
Arabel A. Rosales
Shelli Z. Rosenberg
Maria Saldana
Deborah M. Sawyer
Susan Sher
Judith A. Spriester
Pamela B. Strabel
Christina Tchen
Laura Thompson
Mary Tudela
Carmen Velasquez
Estelle Gonzalez Walgreen
Rita Wilson

*deceased

Ms. Emily Barr
ABC 7 Chicago
190 North State Street
Chicago, IL 60601

Dear Emily,

You have made a difference by supporting the Anti-Defamation League's 15th Annual Women of Achievement Awards Dinner held on March 20, 2008. Thanks to people like you, this event, honoring Allegra Biery, Gloria Santona, Dr. Lauren Streicher, Andrea Zopp, and the Chicago Foundation for Women, raised close to \$380,000 to be used towards ADL's programs and services. We truly could not do it without you! Your support ensures that ADL's efforts to fight hate, build hope and protect freedom in these troubled times, will have a real impact.

Please accept my sincere gratitude for your contribution of \$5,000. Your reservation, less the dinner cost of \$100 per person, is a tax-deductible contribution. Your purchase of 10 ticket(s) brings your total tax-deductible contribution to \$4,000. Please retain this letter for your records; it is an important document required for any applicable federal income tax deduction.

On behalf of the honorees and ADL, thank you again for your support.

Sincerely,

Rebecca Gruenspan

Rebecca Gruenspan
Assistant Director of Development

P.S. This year, we are excited to introduce a new event in celebration of women 40 and under, who are Chicago's "rising stars." The **Rising Stars Luncheon** will take place on **October 27, 2008** honoring **Josephine Lee**, Artistic Director, Chicago Children's Choir; **Daniella Levitt**, Senior Vice President, Aon Consulting; **Chinwe Onyeagoro**, Managing Partner / Senior Program Manager, O-H Community Partners; **Diljeet Singh, MD**, Assistant Professor of Obstetrics and Gynecology, Northwestern University, Feinberg School of Medicine; and **Julie Smolyansky**, President and CEO, Lifeway Foods. We hope you will join us!

RG:mg

ADL Professional Staff:

Rebecca Gruenspan
Associate Director of Development/
Women of Achievement
Coordinator

Myron Resnick
Regional Board Chair

SINCE 1887



MERCY
HOME
FOR BOYS & GIRLS

APR 7

March 28, 2008

Ms. Emily Barr
President & General Mgr.
ABC 7 Chicago
190 N. State St
Chicago, IL 60601

Dear Emily,

God bless you and ABC 7 Chicago for your continuing support of Mercy Home for Boys & Girls' *Shamrocks for Kids*. Your partnership with us made this year's program an overwhelming success and will help Mercy Home continue to provide a solution for kids in crisis.

Mercy Home for Boys & Girls is truly blessed by your friendship. As you know, *Shamrocks for Kids* is a critical fundraising and awareness-raising effort that makes our work possible. Your involvement with Mercy Home does so much to support our life-saving mission year-round. Thank you for helping us save kids and bring more public attention to the ever-growing number of young people in our community who desperately need help from programs like ours.

Mercy Home relies upon the kindhearted investment by leaders in the community like ABC 7 to make our Home available to children who are hurting. It is because of your support that we are able to give our young men and women the tools they need to build happier and healthier futures.

Please accept my deepest gratitude on behalf of my co-workers and our young men and women. May God grant you continued success and return the blessings you've shared with us throughout the year!

Blessings,

Rev. L. Scott Donahue
President & CEO



PK
c. feedback
APR 3

April 1, 2008

Ms. Emily L. Barr
WLS Television, Inc.
190 North State Street
Chicago, IL 60601

Dear Ms. Barr:

Thank you for your support as a Silver sponsor in the amount of \$5,000.00 to the Ninth Annual Midwest Light of Human Rights Awards, to be held on June 10, 2007 at the Palmer House Hilton.

Your generous gift supports Heartland Alliance's Marjorie Kovler Center for the Treatment of Survivors of Torture and the National Immigrant Justice Center. Together, these Heartland Alliance programs serve thousands of low-income immigrants, refugees and asylum seekers each year.

Thank you for creating lasting, meaningful change in the lives of the most poor and vulnerable men, women and children in Chicago. We look forward to seeing you at the event.

Sincerely,

The Rev. Dr. Sid L. Mohn, OEF
President

cc: Mary M. McCarthy, Director, National Immigrant Justice Center
Mary Fabri, Senior Director, International Training and Torture Treatment

Note: Your gift includes eight tickets to the Midwest Light of Human Rights Awards, with a total fair market value of \$360. Any amount over this fair market value is tax-deductible to the extent allowed by law.



CLASSICS

Artistic Director CHARLES NEWELL • Executive Director DAWN J. HELSING

APR 3

*PI
Helsing*

March 31, 2008

Emily Barr
ABC Inc. Foundation
c/o Disney Worldwide Services, Inc.
190 N. State St.
Chicago, IL 60601

Dear Ms. Barr,

On behalf of everyone at Court Theatre, we gratefully acknowledge ABC's purchase of a table at the \$5,000 level for the 2008 Gala. Our celebration on Friday, April 18, at the Four Seasons Hotel promises to be a thrilling evening! Proceeds from this event enable us to discover the power of classic theatre through our mainstage productions and student education programs.

Thank you for your support and we look forward to celebrating with you at this year's Gala.

Warm regards,

Charles
Charles Newell
Artistic Director

DJH
Dawn J. Helsing
Executive Director
*I'm so glad you'll
be able to join us
again this year!*

This letter serves as your tax receipt for your gift of \$5,000 made on 3/14/08. Please note that \$4,000 of this donation is fully tax deductible. No goods or services of value were exchanged in recognition of this contribution. Please call Court's Development Office at (773) 834-5293 with any questions.



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www.cityyear.org

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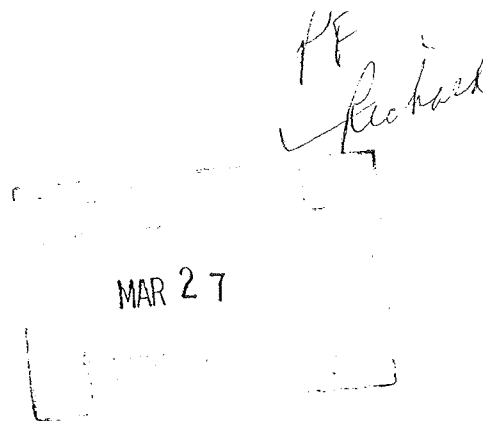
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March 26, 2008

Ms. Emily L. Barr
President and General Manager
ABC 7 Chicago
190 North State Street
Chicago, IL 60601

Dear Ms. Barr:

Thank you for your generous donation in support of City Year Chicago's Annual *Ripples of Hope* Awards Dinner on March 12, 2008. Your contribution of \$1,000 will help City Year continue to provide Chicago Public Schools with tutoring and after-school services – and will make a significant difference in the lives of the children we serve.

We were so pleased to have the opportunity to honor Chicago Community Trust President and CEO Terry Mazany and Northern Trust President and CEO Frederick H. Waddell at the event. The evening was a great way for us to celebrate education, diversity and community, as well as the work that City Year Chicago's corps members do in the Chicago Public Schools.

Thanks to your commitment and support of youth in community service, the event was a tremendous success with over \$435,000 raised this year. The critical revenue raised at the event will help to ensure that our 100 corps members can continue to serve our community, specifically mentoring and tutoring nearly 1,000 students in the Chicago Public Schools.

For your tax purposes, contributions to City Year's *Ripples of Hope* Awards Dinner are tax deductible less \$75 direct cost for each reservation used. This letter will serve as a receipt for your donation.

Thank you again for your generosity and we hope that you'll join us to celebrate the work of the young heroes that comprise the City Year corps each year.

Sincerely,

Executive Director